
Consumer Reviews on TikTok and Their Impact on Millennial Saving Decisions

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ABSTRACT

The purpose of this study is to investigate customer reviews of banking advertisements on TikTok. The current phenomenon is the emergence of formal banking product advertisements on social media such as Instagram, Twitter or FB. Another phenomenon that appears is the way customers make decisions has also changed. Before making a decision, customers prefer reviews given by customers uploaded on social media, Data collection was collected by survey method. Questionnaires distributed on Instagram. Respondents were screening only for those who had seen a review of a savings product ad on TikTok which consisted of 171 people. The findings show that positive reviews (P-Reviews) and negative reviews (N-Reviews) influence customers' saving decisions. However, our particular finding is that N-Review has a greater influence on customers' saving decisions than P-Review. The product weakness construct is the biggest determinant in deciding to buy a product. This concludes that customers are very careful about product deficiencies. N-Reviews published on social media make customers more careful when buying products because customers don't want to lose money. On the other hand, for a product that is considered good, the volume of (P-Reviews) must be high in order to create a positive impression on customers.

Keywords: Negative Review, Positive Review, Saving Decision, Social Media

INTRODUCTION

Technological developments have an impact on customer behavior in making purchases, including the decision to choose a savings product. The severity of competition in the banking businesses makes banks have to promote their products through various media such as social media (Shankar, Jebarajakirthy, Ashaduzzaman, 2020). Social media was chosen as a promotional medium because of the nature of social media that spreads information very quickly. Tiktok is part of the social media used by banks to introduce their products, which consists of a brief description of the product in attractively designed, creatively crafted videos combined with fun and interactive music. Nowday TikTok is widely used by companies to promote their products (Li, Xiaohui, Zhengwu, 2019). Tiktok targets young people as it segment because TikTok's content is very imaginative and arouses curiosity. (Li, Xiaohui, Zhengwu, 2019). When

banks finally decide to use social media to promote their products, it has an impact on customer purchasing decisions.

Tiktok was chosen as a promotional medium because messages conveyed through Tiktok are usually light, use upbeat music and the broadcast duration is not too long, also the information spread very quickly. After viewing an ad on TikTok, the customer can respond to the message by writing down his opinion. The response is in the form of a positive review or a negative review. The spread of reviews on Tiktok is based on eWOM (Electronic Words of Mouth) which makes reviews on social media spread quickly. (Le & Ha, 2021). Therefore, banks must be careful in responding to consumer reviews, because these reviews will become a benchmark for consumers in making decisions

According to (Khammas, 2008) reviews are used by consumers as a medium to see reviews from another consumers. Meanwhile,



according to (Tsang, Prendergast, 2009) the review is the direct opinion of the reviewer which can influence the reader's desire to buy. (P-reviews) are expressed using positive words for the satisfaction obtained after using the product. The more of positive reviews (P-Reviews) can improve customer decision making.

Research by (Chu & Kim, 2011) proves that (P-Reviews) can be an effective promotion for companies. Therefore, companies must pay attention to the reviews given by customers. Because customers trust the reviews given by previous users more than the reviews given by companies (Kim, Lim, & Brymer, 2015). Furthermore, Godes & Mayzlin (2004) stated that (P-Reviews) appear more often than (N-Reviews).

Furthermore, if the review is relevant to the topic discussed, whether it is positive or negative, it will attract consumers' attention to make a decision. (Liao, & Shi, 2017). (P-Reviews) will increase consumer positive perceptions which will result in other customers who have not used the product being interested in trying the product. On the other hand (N-Reviews) will increase negative consumer perceptions, so that consumers will look for similar products from other brands.

In recent years, there has been a phenomenon where official and prudent banking products have also been advertised through social media, for example, the "X savings" owned by bank ABC that targets young people. These savings products are designed in various styles and various types of unique ATM card, The ads also provides information about the "X savings" The ads Tiktok version is designed to be relaxed and informal. Because the target of "X Saving" is the millennial generation who are familiar with technology, they use technology to search for information, live a more relaxed life, choosing to do their banking transactions via gadgets. So bank ABC designed promotions using tiktok that were relaxed and fun

Based on preliminary research obtained information that a review of the "x saving" promotion has increased significantly in the past five months. P-reviews appear more frequently than N-review. So this study wants to

examine the influence of positive reviews and negative reviews on the promotional content of the "x saving" product on TikTok . The novelty of this research is the in-depth discussion of the effect of N review on customers' decisions to buy savings products. N reviews are often left out of the discussion because the number of N reviews is small. This research is important so that banks can be aware of reviews given by customers, especially negative reviews

Consumer reviews are sources of information that influence customers in purchasing banking products. Reviews can be classified into positive reviews (P-Reviews), namely positive messages or praise given by consumers who are satisfied with the advertised product. And N-Review, namely negative comments from consumers who do not like the product. If the N-Review grows and becomes large, it can damage consumer confidence and ultimately be very detrimental to the company.

A positive review is any positive statement written by someone to express feelings of pleasure or liking after using and feeling the product or service that has been purchased. Consumers who realize the importance (P-Review), will read the review repeatedly to ensure that the product to be purchased is the best product. Consumers will be faced with various advantages and disadvantages that exist in a product when deciding to make a purchase.

Before considering buying a product, consumers can see the amount (P-Review). The higher the positive (P-Review) review, the higher the level of trust. Consumers believe in the quality and benefits of the product, making it easier for consumers to make purchasing decisions. (P-Review) is also beneficial for the company, because it can trigger the occurrence of electronic word of mouth on a large scale, so that companies do not need to spend high advertising costs, so it is suspected that:

H1: (P-Review) influences on purchasing decisions of savings products.

A negative review (N-Review) is any negative statement written by someone to express feelings of disappointment and dissatisfaction after using and feeling the

product or service that has been purchased. (N-Review) occurs when the consumer's desire for a product or service is not fulfilled. Many consumers are aware that N-Review) has an important role in making purchasing decisions. Consumers who read (N-Review), can estimate how much loss they will get if they buy the product or service. (Le, Park, Han 2008). In addition, many opinions say that (N Review) is more influential than (P-Review) because consumers pay more attention to (N-Review) which can reduce risk when making a decision to buy the product (Le, Park, Han 2008). Thus, negative reviews can make consumers wary of product shortages that can harm them. When consumers find (N-Review) related to the product to be purchased, there are two possibilities that will influence the purchase decision. The first possibility, consumers will continue to buy the product. The second possibility, consumers will immediately look for alternative products from other companies or brands. This can happen depending on how many (N-Reviews) there are in the promotional content. The more (N-Reviews) given, the consumer's interest and trust in the product will decrease. The fewer (N-Reviews) there are in the product promotional content, the consumers can still consider purchasing decisions for the product. Not only that, if the number of (N-Reviews) is small, it is likely that consumers will think that the review was written intentionally by competitors to bring down the image of the product and brand. So that consumers will think carefully to make purchasing decisions

H2: (N-Review) influences on purchasing decisions for savings products

Although many researchers focus on (P-Review) because (P-Review) reflects the success of bank products, banks should not neglect (N-Review) . Because (N-Review) contains information that can be used to improve banking services and products. The diagnostic nature (N-Review) must be used as well as possible. Customers who read (N-Review) usually perceive the product or service as low quality, so it is not recommended to buy. Companies must respond (N-Review) by trying

to improve performance so that product and service deficiencies can be corrected, so that consumers are satisfied and no longer write (N-Review), but change to (P-Review). When customers are framed with low product quality, this information can influence their decision making to buy the product very strongly. This is because customers do not want to lose because they buy these products. Especially if what you buy is a savings product that has a high risk. When associated with prospect theory where, consumers feel uncomfortable when they feel disadvantaged compared to feeling happy when they get a profit. Thus, it is assumed that (N-Review) has a greater effect than (P-Review).

H3: Negative reviews have a greater influence than positive reviews in purchasing decisions.

METHOD

The main purpose of this research is to examine the effect of (P-Review) and (N-Review) on customer purchasing decisions in deciding to buy savings products. The savings product that will be tested in this study is X savings which is specifically designed for young people, or the millennial generation. Research focuses on positive reviews and negative reviews on TikTok. Data was collected by distributing online questionnaires to respondents. The number of questionnaires returned and processed was 171 questionnaires. The population of this study are Indonesian resident who live in Jabodetabek. Screening was carried out to select respondents with the following conditions: having savings x bank ABC, born around 1980 -2000 which can be classified as a millennial generation and actively using social media Tiktok

The results of the screening concluded that 95.7% of respondents had savings in the bank. 95.3% have seen savings ads on social media and 94.7% are TikTok users. Demographic data of respondents showed that 71.3% were women aged 22-25 years (83%), the majority resided in Jakarta 66.1% and Jabodetabek 33.9%. University education (72.5%), and the majority are still students and private employees. They also have more than 3



years of savings, so the purchase decision to buy savings products is the second product, thus respondents will be more careful in deciding purchase the product.

RESULT and DICUSSION

This study adopted the measurements (P-Review) and (N-Review) from previous studies. Both were tested with the same dimensions, but with different positive and negative questions. Questions were tested using a Likert scale (1-5). (P-Review) and (N-Review) were measured using dimensions 1. Argument Quality 2. Usefulness, 3. Source credibility 4. Valance 5. Volume of review,

While purchasing decisions are tested with one dimension, namely product decisions, with reflections 1. BUY1 (buy after considering (P-Review) and (N-Review) 2. BUY2 (buy after getting information from the bank). 3. BUY3 (buy because of the design). card) 4. BUY4 (buy because of initial deposit) BUY5 (buy because of admin response on content).

The data is processed using the Structural Equation Modeling (SEM) Test with the PLS (Partial Least Square) approach. The outer model is used to show the validity and reliability of the variables, Reliability Test Result : Positive Review (0,8200), Negative Review (0,8914), Buying Decision (0,8634)

Model Measurement

a. Outer Model

Measurement model (outer model) is used to determine the relationship between exogenous and endogenous variables. The measurement model used is measured using convergent validity, discriminant validity, and composite reliability.

b. Convergen Validity.

The results of processing the reflective model show that there are several indicators whose loading factor is < 0.7 . In the P-Review there is PSEC = 0.689 and PVL = 0.679. In (N-Review) there is NARQ = 0.668, in Variable Y there is BELI3 = 0.597 and BELI4 = 0.546. All variables whose SLP (Standardized Loading Factors) value is < 0.7 will be dropped, then a retest will be held

c. Discriminat Validity

Discriminate validity is tested by looking at the cross loading value. The results of the cross loading values are: purchase decision = 0.801; (N-Review) = 0.823 : (P-Review = 0.794. Because the cross loading values are all > 0.7 , so all variables are declared valid

d. Composite Reliability

The test results for exogenous variables and endogenous variables for reliability testing using either Cronbach's Alpha or Composite Reliability are > 0.7 .

Table : Reliability and Validity constructs

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Buying Decision	0.721	0.735	0.843	0.642
N-Review	0.842	0.848	0.894	0.678
P-Review	0.723	0.772	0.837	0.631

Therefore, it can be concluded that the variables tested are valid and also reliable, so that it can be continued to test the structural model

e. Inner Model

The structural model or inner model is used to examine the effect of exogenous variables on endogenous variables.

f. R square

The method is based on the percentage of variance indicated by the R square value of the endogenous variable. In this study, the R square is 0.637 or 63.7%, which can be concluded that the exogenous variables have quite an effect on the endogenous variables.

g. Coefficient path



The bootstrapping procedure was chosen to assess the effect between variables, with a significant two-tailed t value of 1.96.

Table : Path coefficient measurement

	Original Sample (OS)	Sample Mean (M)	Standart Deviation (STDEV)	T Statistic (O/STDEV)	P Value
N-Review---Buying Decision	0.442	0,451	0,073	6,076	0,000**
P-Review---Buying Decision	0,231	0,231	0,088	2.632	0,009**

** significance alpha 5%

* significance alpha 10%

The path coefficient table shows that N-review has a positive and significant effect on purchasing decisions. Probability value (0.000) < alpha 5% with a coefficient of 0.442, thus it can be concluded that negative reviews can drive purchase decisions

Furthermore, P-review also has a positive and significant effect on purchasing decisions. Probability value (0.009) < alpha 5% with a coefficient of 0.231, thus it can be concluded that positive reviews can also encourage purchase decisions.

When compared between the two reviews, it was found that the N-review value was 0.442, while the value P-review is 0.231. Thus it can be concluded that the effect of N-review is stronger compared with the effect of P-review on purchasing decisions

Hypotheses testing

Testing the influence (P-Review) and (N-Review) on purchasing decisions is carried out in several stages. The measurement model formed is:

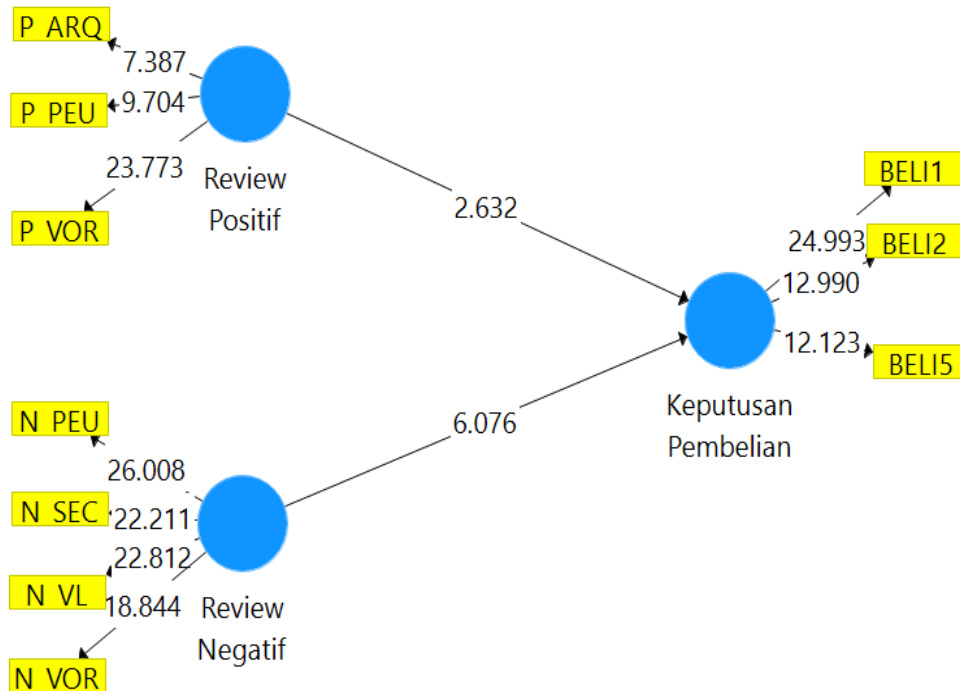


Figure 2 . Reflective Model

From the results of data processing with smart PLS, result obtained that (P-Review) affects purchasing decisions t = 2.632 > 1.96.

(P-Review) influences on purchasing decisions of savings products. (Hypothesis 1 is accepted).

When viewed in detail, it can be concluded: P-Reviews that influence purchasing decisions have P-VOR (Positive Volume of Review) constructs $23,773 > 1.96$; P-PEU (Positive Usefulness) constructs = $9,704 > 1.96$. and P-ARQ (Positive Argument Quality) = $7.387 > 1.96$.

Furthermore N-Review) affects purchasing decisions $t = 6.076 > 1.96$.. In detail : N-VOR (Negative Volume of Review) constructs $18.844 > 1.96$; N-VL (Negative Valance) construct $23,773 > 1.96$; N-SEC (Negative Source Credibility) constructs = $22,211 > 1.96$. and N-NEU (Negative Argument Quality) = $26.008 > 1.96$. from that test, then H2 is accepted. If we look at the effect of (P-Review) and (N-Review) on purchasing decisions, it can be concluded that (N-Review) $t = 6.076 > (P-Review) t = 2.632$. H2: (N-Review) influences on purchasing decisions for savings products. H3 is accepted.

Purchase decisions have constructs BELI1 (Buy after considering (P-Review) and (N-Review) BELI2 (Buy after receiving information from the bank) and BELI5 (Buy after reading admin response on TIKTOK). BELI1 (24.993) is the largest construct in form a purchase decision compared to BELI2 (12.990) and BELI5 (12.123).

This section will discuss the findings of this study. The first finding proves that (P-Review) has an influence on purchasing decisions, saving products. This finding proves that the volume of positive reviews given by consumers greatly determines purchasing decisions in buying savings products. E-WOM, making (P-Review), can be disseminated quickly, so that it can create a desire for customers to buy products. The short duration of ABC's bank savings ad on TikTok and the attractive and rewindable background music make (P-Review) more meaningful. According to Berger (2014) advertisements like this can lead to social bonding which can more quickly persuade people in the same group, in this case fellow TikTok users.

This finding contradicts the findings of (Shankar, Jebarajakirthy, Ashaduzzaman,

2020) which states that the volume of review has no effect in deciding to use mobile banking. This difference is thought to be due to differences in product characteristics between mobile banking and savings. Mobile banking is a banking product that is currently often used by customers. Customers need mobile banking so that it is easier for customers to trust positive and clear reviews. Meanwhile, savings are products that are commonly owned by consumers, so that customers actually already understand the goodness of savings. Therefore, reviews about the goodness and advantages of advertised savings products should be published more often. The large volume of reviews will make customers pay more attention to the advantages of advertised savings products. If the customer has paid attention, the volume of the review will generate desire for the customer. This finding is in line with the AIDA concept theory, where repeated promotions will generate attention for customers

In addition to the volume of positive reviews, Positive usefulness, or positive benefits written in reviews on TikTok become an important part of (P-Reviews) to influence decision making. To avoid disappointment because customers choose the wrong product, a positive review about the benefits of the product will be used as a basis for decision making. Customers can save time in searching for information, because everything has been submitted in the Dabholkar review. (2006).

The last contribution for (P-Review) comes from Argument Quality, namely the reasons put forward by the reviewer, whether the reason is rational and really has good quality, so that the reviewer believes in the truth or quality of the review. This finding is in line with Mangold, & Smith, (2012), which says that the reasons that are published are reviewed by the customer, whether the argument is really qualified, or just written down. Especially for young customers, arguments about the merits and demerits of the product will be very useful for them Malbon 2013

On the other hand, negative usefulness, (N_Review) or the lack of a product is the

biggest determinant for customers in making decisions to buy products. This means that customers will consciously be very careful with product shortages. Lack of products that are reviewed and published on social media, immediately makes customers think again to buy these products. So that (N_Review) becomes a tool for customers to decide to buy a product. This finding is in line with the majority of the respondents in this study are women. Women are usually more thorough and pay attention to details, so (N_Review) becomes a source of information for customers to decide to make a purchase. very important thing. In addition, the condition of respondents who already had a savings product made them more selective in purchasing other savings products.

The balance between (N_Review) and (P-Review) is also a determining factor for customer decisions to buy savings products. This means that customers do not merely receive (N_Review) and make (N_Review) as the basis for making decisions. They will seek information (P-Review) to clarify product deficiencies. With the balance between (N_Review) and (P-Review) the decisions made by customers will be of higher quality. There is no more regret from the customer when he receives the product as it is, because the customer has evaluated the good and bad of the product.

The credibility of the reviewer is also a consideration for customers in assessing (N_Review), because negative reviews can be spread by irresponsible people, perhaps by competitors so that the product is not liked by customers. Therefore, careful customers will pay attention to the source of the review, so that customers are not affected by negative reviews spread by irresponsible people.

CONCLUSION

The TikTok promotion method used by banks is a source of information for consumers before deciding to buy savings products. Positive reviews have an influence on consumer decision making. When the volume of positive reviews increases, the positive information

becomes a benchmark for customers to decide to buy the product. Regarding the finding that positive review volume influences customer decisions to buy savings products, it is recommended that the promotional content of the products be increased to be more attractive, so that more viewers will like it. Furthermore, the broadcast frequency can be increased so that the positive reviews given can appear more often so that the e-WOM effect works well.

On the other hand, negative reviews containing product weaknesses affect consumer decisions to buy products. With negative reviews about products, customers can consider whether the information they receive is trustworthy or not. A decision maker who has paid close attention to the positive and negative reviews he has received from TikTok. So that consumers do not regret their decision. With the number of broadcasting hours of savings product promotions on TikTok, making savings product advertisements still exist, or remain in TikTok's top content

Regarding the source of credibility which is the weakness of this research, it is recommended that people who give the answers given to consumers are more sensitive to consumer questions, so that the answers are to the point and not long-winded. For further research, it is recommended to conduct research that is more directed to the source of credibility.

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