

ANALYSIS OF ONLINE CUSTOMER REVIEW AND CUSTOMER RELATIONSHIP MARKETING ON PURCHASING DECISIONS WITH CUSTOMER TRUST AS AN INTERVENING VARIABLE ON ERSPO PRODUCTS IN TIKTOKSHOP

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Abstract

The purpose of this study is to determine directly and indirectly the relationship between online customer review and customer relationship marketing on purchasing decisions through customer trust. The population in this research is all Tiktokshop users who shop for Erspo products. The withdrawal sample used is purposive sampling with the classification namely having a TikTokshop account and shopping for Erspo products. The research sample was taken using the Zikmund formula so that a sample size of 100 respondents was obtained. Data analysis was carried out using structural equation modeling (SEM) techniques with Smart-PLS analysis tools to test the direct and indirect relationships between these variables. The results explain that online customer reviews directly have a significant effect on customer trust, customer relationship marketing directly has a significant effect on customer trust, online customer reviews directly have a significant effect on purchasing decisions, customer relationship marketing directly has a significant effect on purchasing decisions, customer trust directly has a positive and significant effect on purchasing decisions, online customer reviews indirectly have a significant effect on purchasing decisions through customer trust, and customer relationship marketing indirectly has a significant effect on purchasing decisions through customer trust.

Keywords: *Online customer review, customer relationship marketing, customer trust, purchasing decisions*

1. INTRODUCTION

TikTok has grown rapidly in Indonesia since it was first introduced. This short video-based application has succeeded in attracting the attention of various groups, from teenagers to adults. With a sophisticated algorithm, TikTok allows content to go viral in a short time, creating new trends that have an impact on consumer behavior. As users increase, TikTok has also begun to be used as a digital marketing platform by various brands, both newly developed and established. TikTok's advantage lies in its ability to create high interaction between users and creators, making it an effective platform in building brand awareness and driving consumer purchasing decisions.

Ersपो is one of the increasingly well-known beauty brands in Indonesia. With a variety of affordable and quality skincare products, Erspo has succeeded in attracting the attention of many consumers, especially in the youth segment. This brand uses social media as its main marketing medium, especially through TikTok and Instagram. Through innovative digital marketing strategies and partnerships with influencers, Erspo has

been able to create a trend of using its products among social media users. Support from positive reviews and user testimonials has also helped the growth of this brand, making it one of the brands to be reckoned with in the beauty industry in Indonesia.

In Medan City, TikTok Shop is increasingly popular as a practical and easily accessible online shopping platform. With the large number of TikTok users in the city, various local and national businesses are utilizing TikTok Shop to reach consumers. The interactive live shopping phenomenon is one of the main attractions, where sellers can communicate directly with buyers in real time. Consumers in Medan tend to be interested in discount promotions, free shipping, and product reviews from influential influencers. With the increasing interest in shopping through TikTok Shop, many brands are starting to expand their digital marketing strategies on this platform.

As the use of TikTok Shop increases, competition between brands in attracting consumers' attention is also getting tighter. One strategy that is widely used is the use of online customer reviews and customer relationship marketing to build consumer trust. However, there are still obstacles related to the effectiveness of this strategy in driving purchasing decisions. Some consumers are skeptical about the validity of product reviews on TikTok Shop due to the prevalence of fake reviews or paid reviews. In addition, the level of customer loyalty to a brand is still a challenge, especially in the highly competitive beauty industry. Therefore, it is important to analyze how online customer reviews and customer relationship marketing play a role in shaping consumer trust and their impact on purchasing decisions for Erspo products on TikTok Shop.

Purchasing decisions are the final stage in the consumer behavior process where individuals decide to buy a product or service (Rajasa et al., 2023; Nwaoboli, 2022). Factors that influence this decision include product quality, price, reviews from other users, and marketing strategies carried out by the brand. In the digital era, purchasing decisions are increasingly influenced by information available on the internet, including reviews from other consumers. E-commerce platforms such as TikTok Shop provide a more interactive shopping experience, where prospective buyers can see live testimonials through videos, interact with sellers, and get recommendations from influencers. Therefore, understanding the factors that influence purchasing decisions is very important for brands in developing more effective marketing strategies.

Erspo products have received considerable attention on TikTok Shop, especially from the younger consumer segment who are interested in beauty trends. However, there are still several barriers to purchasing decisions, such as distrust of the product's effectiveness and lack of detailed information about its ingredients and benefits. In addition, some consumers complained about the difference between expectations and the reality of the product received, which resulted in a decrease in the repeat purchase rate. Although there are many positive reviews circulating on TikTok Shop, the presence of fake reviews also raises doubts among potential buyers. Therefore, this study needs to identify the main factors that influence purchasing decisions for Erspo products on TikTok Shop and how marketing strategies can be optimized to increase consumer trust.

Customer trust is a key factor in determining the success of a brand in the digital market. This trust is formed from various aspects, such as product quality, information transparency, brand reputation, and the shopping experience provided (Islam, 2024; Hanif et al., 2024). In the context of TikTok Shop, customer trust becomes even more crucial because transactions are carried out online without direct physical interaction. Factors such as honesty in marketing, valid customer reviews, and good after-sales service can increase consumer trust. Therefore, understanding how customer trust is formed and maintained is important for brands like Erspo to be able to compete in an increasingly competitive market.

Although Erspo has gained a lot of attention on TikTok Shop, the level of consumer trust in this product still faces several challenges. Some consumers are skeptical of the claims made in advertisements and the difference between online testimonials and real experiences after using the product. In addition, several cases of late delivery and lack of response from customer service also affect the level of trust. Therefore, further analysis is needed on how customer trust factors affect purchasing decisions and how marketing strategies can be improved to build consumer trust more effectively.

Consumer trust in Erspo products on TikTok Shop is a challenge in itself. Some customers still have doubts about the authenticity and quality of products sold online, especially with the many fake products on the market. In addition, reviews that are too positive without any constructive criticism also raise suspicion among buyers. Lack of transparency in product descriptions and differences between the product received

and customer expectations can damage trust. Therefore, a stronger strategy is needed to ensure customer trust is maintained.

Online customer reviews are one of the main factors in consumer purchasing decisions on digital platforms (Macheka et al., 2024; Zhao et al., 2021). Reviews from previous customers can provide an overview of product quality, seller service, and the overall shopping experience. Honest and detailed reviews will help potential buyers make more informed decisions. Therefore, brands need to manage customer reviews well, ensure that the reviews given are genuine and not misleading, and respond quickly to negative reviews to maintain the brand image.

One of the main problems in online customer reviews of Erspo products on TikTok Shop is the existence of inauthentic or excessive reviews in giving positive ratings. This can cause distrust among customers who are increasingly critical in filtering information before making a purchase. In addition, the lack of detailed reviews from customers who have purchased the product is also a challenge, because prospective buyers need more accurate information before making a decision. Therefore, efforts need to be made to ensure that customer reviews can be more transparent and credible.

Customer Relationship Marketing (CRM) is a strategy that focuses on building and maintaining long-term relationships with customers (Steinhoff et al., 2022; Rosário & Casaca, 2023). Through effective CRM, brands can increase customer loyalty, strengthen engagement, and improve customer retention. CRM includes various activities, such as interactive communication, loyalty programs, and responsive customer service. In the context of e-commerce, CRM can help brands understand customer needs and provide a more personalized shopping experience.

Although Erspo is active on TikTok Shop, there are still several challenges in implementing CRM. Some customers feel that they do not get a quick response from the seller when they experience problems. In addition, the lack of attractive loyalty programs makes customers less likely to return to make repeat purchases. Therefore, a better strategy is needed in maintaining communication with customers and providing a more personalized shopping experience so that the relationship with customers is stronger.

Overall, this study focuses on how online customer reviews and customer relationship marketing influence the purchasing decision of Erspo products on TikTok Shop, with customer trust as an intervening variable. Although TikTok Shop has become a rapidly growing e-commerce platform, there are still some challenges in building consumer trust, especially related to the validity of reviews and the effectiveness of marketing strategies. Therefore, this study is expected to provide insights for brands in optimizing their digital marketing strategies to increase purchasing decisions and customer loyalty.

2. LITERATURE REVIEW

Purchasing Decisions

Consumer purchasing decisions are a process that involves various considerations, analysis, and evaluations before someone decides to buy a product or service (Rachmawati et al., 2019; Waluya et al., 2019). This decision does not happen instantly, but rather through a series of stages that reflect consumer behavior in meeting their needs. In the world of business and marketing, understanding how consumers make decisions is very important because it can help companies design more effective marketing strategies that are in accordance with market preferences (Rouzbahani et al., 2013; Razasa et al., 2023). Purchasing decisions are not just the act of buying goods, but also involve complex cognitive processes. Consumers will consider various factors, ranging from product benefits, price, to quality before making a final decision (Nwaoboli, 2022; Oluwabiya et al., 2022). They also often seek information from various sources, such as customer reviews, friend recommendations, or advertisements, to ensure that their choice is the best. Therefore, companies must provide clear and attractive information so that consumers feel confident in choosing their products. Understanding how consumers make purchasing decisions provides many benefits for companies (Yeo et al., 2022; Chatterjee et al., 2022). By knowing the factors that influence consumer decisions, companies can design more targeted marketing strategies. For example, by implementing personalization strategies based on customer preferences, providing attractive promotions, or improving the quality of customer service. In addition, building a strong and reputable brand can also increase consumer confidence in making purchasing decisions (Truong & Truong, 2022; Jin et al., 2023; Enyejo et al., 2024).

Customer Trust

Customer trust is an important aspect in the world of business and marketing. This term refers to the belief or positive perception that consumers have of a brand, product, or service based on their previous experiences, the company's reputation, and interactions with the business (Islam, 2024; Hanif et al., 2024). This trust is not something that is formed instantly, but rather the result of a long-term relationship built through transparency, consistency, and customer satisfaction (Saif et al., 2024; Octavia et al., 2024; Ghaderi et al., 2024). When consumers trust a brand or company, they tend to be more loyal, less hesitant to make repeat purchases, and even willing to recommend the product to others (Olateju et al., 2024; Al-Kfairy et al., 2024). One of the main foundations of consumer trust is the belief that the product or service they are purchasing is of good quality. When consumers feel that a product meets their expectations, they will have more trust in the brand. Consistent quality is an important factor in building trust, because if a product or service does not meet the expected standards, consumers will feel disappointed and start to doubt (Alam et al., 2021; Aldboush & Ferdous, 2023; Chi & Hoang Vu, 2023). Therefore, companies must continue to maintain the quality of their products so that they remain in line with customer needs and expectations.

Online Customer Review

Online Customer Review (OCR), which is a review or feedback given by customers after they use a product or service. Online Customer Reviews can be in the form of text, images, or videos that are shared on various digital platforms such as e-commerce, social media, discussion forums, or special review sites (Nur'Kamisa & Novita, 2022; Zhao et al., 2021). Online Customer Reviews are a form of expression of consumer experience with a product or service in the form of writing or other media published online. In this review, customers usually convey their impressions of the product quality, price, benefits, durability, and other relevant aspects (Jain et al., 2021; Rosário & Raimundo, 2021; Kumar, 2022). That way, other potential buyers can get a more real picture of the advantages and disadvantages of a product before they decide to buy. Every review given by customers is generally based on personal experience, so it is subjective (Macheka et al., 2024; Sun et al., 2024). There are customers who are satisfied and give positive reviews, while there are also those who are disappointed and write negative reviews. Although subjective, the existence of Online Customer Reviews greatly influences the reputation of a brand or product. Many prospective buyers tend to trust the opinions of other customers more than promotional claims from the company, because they are considered more honest and without bias (Ahn & Park, 2024; Barik & Misra, 2024; Varga & Albuquerque, 2024).

Customer Relationship Marketing

Customer Relationship Marketing (CRM) is a marketing strategy that focuses on building, developing, and maintaining long-term relationships with customers (Maupa et al., 2023; Rosário & Casaca, 2024). Unlike traditional marketing approaches that emphasize one-time transactions, CRM aims to create ongoing interactions between companies and customers. With this strategy, businesses not only strive to attract new customers but also maintain the loyalty of existing customers (Ferrer-Estévez & Chalmeta, 2024; Azhari & Utari, 2023). CRM is not just about selling products or services, but also about building strong connections with customers. Companies that implement this strategy will continue to interact with customers through various communication channels, such as email, social media, and customer service. Thus, customers feel more appreciated and tend to remain loyal to the brand. When this relationship is well maintained, customers are more likely to make repeat purchases and even recommend products or services to others (Steinhoff et al., 2022; Ekakitie-Emonena & Alagba, 2022).

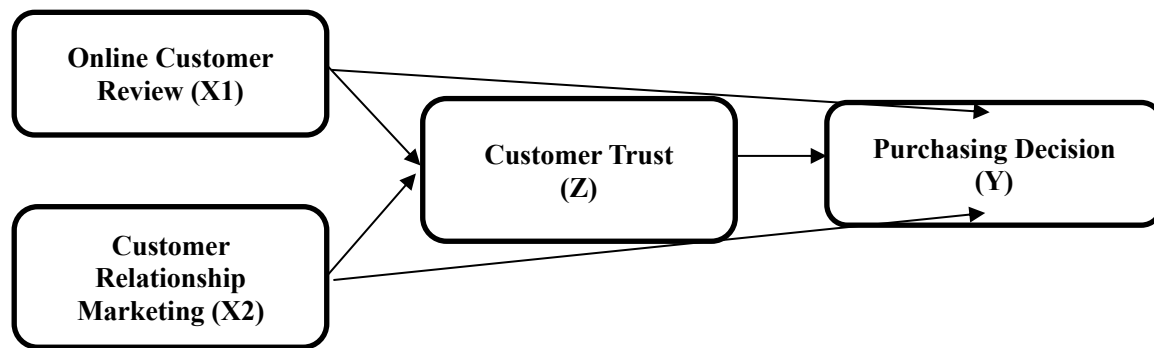


Figure 1. Conceptual Framework

Source: By Researcher (2025)

3. MATERIALS AND METHODS

This type of research is causal associative research. Causal associative research aims to determine the relationship or association between two or more variables. This type of research is usually used to see if there is a relationship, correlation, or influence between the variables studied, and how strong the relationship is (Sugiyono, 2021). The types of data used are primary data and secondary data obtained from questionnaires. The population in this research is all Tiktokshop users who shop for Erspo products. The withdrawal sample used is purposive sampling with the classification namely having a Tiktokshop account and shopping for Erspo products. The research sample was taken using the Zikmund formula so that a sample size of 100 respondents was obtained. Data analysis was carried out using structural equation modeling (SEM) techniques with Smart-PLS analysis tools to test the direct and indirect relationships between these variables.

4. RESULTS AND DISCUSSION

a. Outer Model

Convergent Validity

Convergent Validity is an indicator that is assessed based on the correlation between the item score / component score and the construct score, which can be seen from the standardized loading factor which describes the magnitude of the correlation between each measurement item (indicator) and its construct. Individual reflexive measures are said to be high if they correlate > 0.7 with the construct to be measured but the outer loading value between 0.5 - 0.6 is considered sufficient (Hair et al., 2017).

Table 1. Test Results Loading Factor

Variable	Statement Item	Outer Loading	Description
Purchasing Decisions (Y)	PD1	0.797	Valid
	PD2	0.734	Valid
	PD3	0.772	Valid
	PD4	0.846	Valid
	PD5	0.783	Valid
Customer Trust (Z)	CT1	0.748	Valid
	CT2	0.829	Valid
	CT3	0.771	Valid
	CT4	0.783	Valid
	CT5	0.747	Valid
Online Customer Review (X1)	OCR1	0.831	Valid
	OCR2	0.782	Valid
	OCR3	0.791	Valid
	OCR4	0.733	Valid
	OCR5	0.796	Valid

Variable	Statement Item	Outer Loading	Description
Customer Relationship Marketing (X2)	CRM1	0.756	Valid
	CRM2	0.854	Valid
	CRM3	0.781	Valid
	CRM4	0.751	Valid
	CRM5	0.822	Valid

Sources: Smart-PLS (2025)

Based on Table 1. above, it is known that there are several statement items that are eliminated because they do not meet the requirements, so that after re-processing the data, all of the statement items above have an outer loading value > 0.7 .

Discriminant Validity

Discriminant Validity is a measurement model with reflexive indicators assessed based on crossloading measurements with constructs. If the correlation between the construct and the measurement item is greater than the size of the other constructs, it shows that their block size is better than the other blocks. Meanwhile, according to another method for assessing discriminant validity, namely by comparing the squareroot value of average variance extracted (AVE) (Hair et al., 2017).

Table 2. Test Results Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Purchasing Decisions	0.771
Customer Trust	0.789
Online Customer Review	0.738
Customer Relationship Marketing	0.764

Sources: Smart-PLS (2025)

Based on Table 2. above, it is known that the AVE (Average Variant Extracted) value of each variable is greater than 0.7. So it can be concluded that the variables or constructs used are valid.

Composite Reliability and Cronbach's Alpha

Composite reliability is an indicator for measuring a construct which can be seen in the latent variable coefficients view. To evaluate composite reliability, there are two measuring tools, namely internal consistency and Cronbach's alpha. In this measurement, if the value achieved is > 0.70 , it can be said that the construct has high reliability. Cronbach's Alpha is a reliability test that is carried out to strengthen the results of composite reliability. A variable can be declared reliable if it has a Cronbach's alpha value > 0.70 (Hair et al., 2017).

Table 3. Test Results Cronbach's Alpha & Composite Reliability

Variabel	Cronbach's Alpha	Composite Reliability
Purchasing Decisions	0.851	0.891
Customer Trust	0.885	0.855
Online Customer Review	0.862	0.863
Customer Relationship Marketing	0.847	0.816

Sources: Smart-PLS (2025)

Based on Table 3. above, it is known that each research variable has a Cronbach's alpha and composite reliability value > 0.70 . Based on the results obtained, it can be stated that the variables used in the study are declared reliable.

Fornell-Larcker Criterion

Table 4. Test Results Fornell-Larcker Criterion

	Satisfaction	Customer Experience	Customer Perceived	Service Quality
Purchasing Decisions	0.834			
Customer Trust	0.781	0.834		
Online Customer Review	0.767	0.773	0.834	
Customer Relationship Marketing	0.738	0.753	0.796	0.822

Sources: Smart-PLS (2025)

Table 4. above shows that the correlation value of the association construct is higher than the other constructs so that it can be said that the model has good discriminant validity. In this case, the FL Criterion value which has the lowest value is customer relationship marketing 0.822 which is greater than other correlations.

b. Inner Model

Inner model analysis is usually also called inner relation or structural model and substantive theory which describes the relationship between latent variables based on substantive theory. Changes in the value of R-square can be used to assess the effect of certain independent latent variables on the dependent latent variable whether it has a substantive effect (Hair et al., 2017).

Table 5. Test Results R-Square (R²)

Variabel	R Square (R ²)
Customer Trust	0.812
Purchasing Decisions	0.681

Sources: Smart-PLS (2025)

Berdasarkan Tabel 5. di atas nilai R Square untuk variabel customer trust sebesar 0,812, hal ini berarti besarnya persentase pengaruh online customer review dan customer relationship marketing terhadap customer trust yaitu sebesar 81,2%, sedangkan sisanya 18,8% dijelaskan oleh variabel lain yang tidak diteliti dalam penelitian ini. Selanjutnya nilai R Square untuk variabel purchasing decisions sebesar 0,681, hal ini berarti bahwa besarnya persentase pengaruh online customer review, customer relationship marketing dan customer trust terhadap purchasing decisions adalah sebesar 68,1%, sedangkan sisanya yaitu 31,9% dapat dijelaskan oleh variabel lain yang tidak diteliti dalam penelitian ini.

c. Hypotesis Test

Direct Effect

Table 6. Test Results Direct Effect

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Deviation Standard (STDEV)</i>	<i>T Statistic (O/STDEV)</i>	<i>P Values</i>
Online Customer Review -> Customer Trust	0.337	0.331	0.226	3.173	0.000
Customer Relationship Marketing -> Customer Trust	0.270	0.127	0.177	3.448	0.000
Online Customer Review -> Purchasing Decisions	0.414	0.427	0.278	2.198	0.000
Customer Relationship Marketing -> Purchasing Decisions	0.373	0.339	0.176	2.077	0.000

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Deviation Standard (STDEV)</i>	<i>T Statistic (O/STDEV)</i>	<i>P Values</i>
Customer Trust -> Purchasing Decisions	0.541	0.579	0.219	3.781	0.000

Sources: Smart-PLS (2024)

Based on Table 6. above, the test results can be used to answer the hypothesis in this study. Hypothesis testing in this study by looking at the coefficient path (original sample), t-statistic value or p-value. With a significance of 5%, the hypothesis can be accepted if the t-statistic > t-table 1.66 (n-k = 100-4 = 96 at 0.5 / 5%) or the p-value < 0.05. Direct effect can be explained as follows:

- X1 to Z: T-Statistic value ($|O/STDEV|$) = 3.173 and P-Values = 0.000 < 0.05, meaning that online customer reviews directly have a significant effect on customer trust.
- X2 to Z: T-Statistic value ($|O/STDEV|$) = 3.448 and P-Values = 0.000 < 0.05, meaning that customer relationship marketing directly has a significant effect on customer trust.
- X1 to Y: T-Statistic value ($|O/STDEV|$) = 2.198 and P-Values = 0.000 < 0.05, meaning that online customer reviews directly have a significant effect on purchasing decisions.
- X2 to Y: T-Statistic value ($|O/STDEV|$) = 2.077 and P-Values = 0.040 < 0.05, meaning that customer relationship marketing directly has a significant effect on purchasing decisions.
- Z to Y: T-Statistic value ($|O/STDEV|$) = 3.781 and P-Values = 0.000 < 0.05, meaning that customer trust directly has a significant effect on purchasing decisions.

Indirect Effect

Table 7. Test Results Indirect Effect

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
Online Customer Review -> Customer Trust -> Purchasing Decisions	0.811	0.378	0.188	3.651	0.000
Customer Relationship Marketing -> Customer Trust -> Purchasing Decisions	0.632	0.317	0.137	2.842	0.000

Sources: Smart-PLS (2024)

Based on Table 7. above, it is known that online customer reviews indirectly have a significant effect on purchasing decisions through customer trust with a p-value of 0.000 < 0.05. Furthermore, it is known that customer relationship marketing indirectly has a significant effect on purchasing decisions through customer trust with a p-value of 0.000 < 0.05.

Total Effect

Table 8. Test Results Total Effect

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Deviation Standard (STDEV)</i>	<i>T Statistic (O/STDEV)</i>	<i>P Values</i>
Online Customer Review -> Customer Trust -> Purchasing Decisions	0.663	0.477	0.328	3.223	0.000

Customer Relationship Marketing -> Customer Trust -> Purchasing Decisions	0.427	0.337	0.249	2.715	0.002
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Sources: Smart-PLS (2025)

Based on Table 8. above, it can be synthesized that the total effect value is as follows:

- The total effect of online customer review relationships directly and indirectly has a significant effect on purchasing decisions through customer trust with a T-statistics value (O/STDEV) of 4.173 with p-values of $0.000 < 0.05$.
- The total effect of customer relationship marketing relationships directly and indirectly does not have a significant effect on purchasing decisions through customer trust with a T-statistics value (O/STDEV) of 1.838 with p-values of $0.002 < 0.05$.

5. CONCLUSION AND SUGGESTION

Based on the results of the research discussion above, it can be concluded that:

- Online customer reviews directly have a significant effect on customer trust.
- Customer relationship marketing directly has a significant effect on customer trust.
- Online customer reviews directly have a significant effect on purchasing decisions.
- Customer relationship marketing directly has a significant effect on purchasing decisions.
- Customer trust directly has a positive and significant effect on purchasing decisions.
- Online customer reviews indirectly have a significant effect on purchasing decisions through customer trust.
- Customer relationship marketing indirectly has a significant effect on purchasing decisions through customer trust.

Based on the above conclusions, the following suggestions can be made:

- To increase customer reviews on TikTok Shop for Erspo products, ensure their shopping experience is enjoyable from start to finish. Offer fast, responsive, and friendly service when answering questions or complaints. Provide clear and accurate product information, including high-quality photos and videos. Encourage customers to leave reviews by providing incentives such as discounts or coupons for their next purchase. Also, ensure that the product received is in accordance with expectations so that positive reviews increase. If there are negative reviews, respond professionally and with constructive solutions to maintain customer trust.
- Customer Relationship Marketing (CRM) for Erspo products on TikTok Shop needs to focus on personal interactions and building customer loyalty. Take advantage of the live shopping feature to communicate directly, answer questions, and provide product demos in real-time. Create engaging content, such as tutorials, customer reviews, or challenges that involve users so they feel closer to the brand. Provide exclusive promos for loyal customers, such as special discounts or cashback. In addition, use customer data to send relevant product recommendations. Responding quickly to comments and reviews is also very important so that customers feel appreciated and increasingly trust Erspo products.
- Consumer trust in Erspo products on TikTok Shop is highly dependent on transparency, customer reviews, and consistent product quality. To increase trust, ensure product descriptions are clear and honest, and include original photos and videos that show product details well. Actively responding to customer questions and reviews can also create a positive impression. In addition, collaboration with influencers or reviews from real users will help build credibility. Also ensure a fast delivery system and responsive customer service so that consumers feel safe and satisfied when shopping, so that trust in Erspo products increases.
- Consumer purchasing decisions for Erspo products on TikTok Shop are influenced by various factors, such as customer reviews, price, promotions, and product quality. Before buying, make sure

to read reviews from other buyers to get a real picture of the product. Take advantage of discounts or vouchers that are often offered on the platform to get the best price. In addition, pay attention to the authenticity of the store and product by ensuring that the seller has a good rating and active interaction with customers. Don't rush to buy just because it's trending; make sure the product matches your needs and expectations so you won't be disappointed after the transaction is complete.

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