

Effect of Reviews, Content, and Price on Purchasing Decisions in Islamic Business

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Abstract

Purpose: The purpose of this study was to examine the effect of Product Reviews, marketing content, and TikTok Shop price perceptions on purchasing decisions for Facetology Sunscreen by Gen Z in Bandar Lampung, viewed from Islamic businesses.

Methodology/approach: This research employs a quantitative methodology. 2,228 members of Generation Z in Bandar Lampung made up the study's population. Sampling strategy: This study employs non-probability sampling strategies and the Slovin formula to obtain up to 96 consumer samples of Facetology Triple Care Sunscreen in Bandar Lampung.

Results/findings: Based on research on Gen Z in Bandar Lampung, product reviews, marketing content and price perception significantly and positively influence the purchase decision of Facetology Triple Care Sunscreen. In the perspective of Islamic business, the purchase decision must also consider the halal aspects of the product, the way it is obtained, and the good intentions for the welfare of the Ummah.

Conclusion: The main conclusion is that Product Reviews, Marketing content, and price perception positively and significantly drive the purchase decision of Facetology Triple Care Sunscreen in Generation Z in Bandar Lampung.

Limitations: A limitation of the study is that it focused only on Generation Z in Bandar Lampung and did not examine the direct influence of Islamic business considerations on their purchasing decisions.

Contribution: The contribution of this study is to provide empirical evidence on the influence of Product Reviews, marketing content, and price perceptions on Gen Z sunscreen purchase decisions in Bandar Lampung, complemented by the perspective of Islamic Business Ethics.

Keywords: *Price Perception, Product Review, Purchase Content Marketing, Purchase Decision*

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1. Introduction

The digital world is developing rapidly, and people's lifestyles are becoming increasingly digital. Every year, there are inevitable advances in the Internet space as people of all ages, from teenagers to adults, show awareness of smartphone use. The commercial and economic sectors are among the many industries particularly affected by this. Digital commerce includes several industries, one of which is e-commerce. The availability of e-commerce has made shopping easier and faster for people to shop. The purchase and sale of goods and services through information technology, particularly the Internet, is referred to as e-commerce.

E-commerce platforms allow transactions to be conducted without geographical restrictions, thus providing ease of access for consumers and new opportunities for businesses. The system used determines the style of operation, particularly when using electronic devices or the Internet. E-commerce refers to the electronic completion of each step of a transaction, such as ordering products, exchanging data, and transferring money (Fitriani, Hariyani, & Setiawan, 2024). In the era of rapid advances in information and communication technology, companies have fundamentally changed the way they market their products and services. Marketing strategies are no longer limited to conventional media such as television, radio, and print media but have shifted to digital media that offer advantages (Pradana et al., 2025).

One business that has embraced innovation in response to the growing public interest in e-commerce is TikTok. With the help of the TikTok smartphone app, users can produce and share short vertical videos that can be watched by scrolling the screen. Considering the enthusiasm of the general public for Internet purchases. Owing to its large user base in Indonesia, TikTok is always growing, and one of the ways is the addition of the TikTok Shop function to its social media application. The TikTok Shop is a social commerce tool that allows users and artists to take advantage of the platform to market and sell their goods. TikTok users with corporate accounts can use the service, which became active on individual accounts in mid-2021. In the future, anyone can shop online and generate sales using the TikTok Store (Fitriani, Hariyani, & Setiawan, 2024).

The intention to buy is an important phase before consumers make their acquisition decisions (Zai, 2025). Consumer trust is also an important moderating element in the relationship between digital marketing strategies and purchasing decisions (Pasek et al., 2025). The advantages of TikTok compared to other applications are quite interesting; therefore, it is no wonder that it is now widely discussed and used by businesspeople to promote their products. Business people use TikTok as a medium for promotion because it is currently trending and loved by all people.

Table 1. 10 countries with the most TikTok users 2023

No	Country	Total
1	Amerika	116 million
2	Indonesia	112 million
3	Brazil	84 million
4	Meksiko	62 million
5	Rusia	51 million
6	Vietnam	50 million
7	Filipina	41,43 million
8	Thailand	42,06 million
9	Arab saudi	28 million

Sources: Statista.com

According to Statista, it is the country with the most TikTok users based on the total number of users involved in the application, with a total of 116 million user accounts. Indonesia follows with 112 million accounts. Brazil occupies the third and fourth positions with 84 million accounts, and Mexico has 62 million accounts. In fifth place is the Russian state with 51 million user accounts. Turning to the Southeast Asian continent, there are several countries in a row, namely Vietnam with 50 million user accounts, the Philippines with 41.43 million user accounts, and Thailand with 42.06 million user accounts. The bottom two positions are Turkey and Saudi Arabia, with 31 and 28 million Saudi Arabs, respectively.

With more choices, customers are more insistent and assume the overall brand experience to be better. Another problem is that consumer reviews spread quickly online. Reviews are fundamental to brand reputation (Fasha et al., 2025). Viral sunscreen recommendations on TikTok. This last one was hunted by TikTok users because he said the results obtained were really in accordance with his claims.

Facetology Triple Care Sunscreen often gets the highest score on various TikTok accounts because of its good performance.

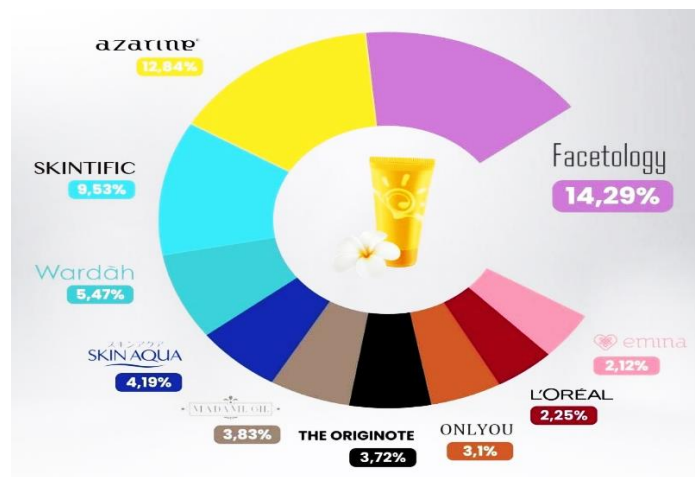


Figure 1. Skincare Brand
Source: Marketthac Data

In this category, the Facetology brand achieved the top ranking for overall market share. Proven secured 14.29%, followed by Azarine at 12.84%, and in third place is occupied by Skintific at 9.53%. Facetology is a local Indonesian skincare brand with a unique branding concept. Although unique, the concept of facetology is fairly simple, namely, using visual branding with purple and white colors. These purple and white visuals can be seen in various identities owned by Facetology, such as Facetology products and social media content. Thanks to the visual selection with this purple color, Facetology can be easily recognized by the Indonesian people and dubbed as a 'Viral Skincare Brand.' This purple and white color is a distinctive feature of facetology in marketing its products. In addition to branding, facetology is known for the quality of its products.

One of the famous products of this brand is a sunscreen dubbed 'Facetology Triple Care Sunscreen.' This product is known for its light texture, easy absorption, and suitability for all skin types. Although it has a light texture, this sunscreen has been formulated with a hybrid formulation that combines two types of UV filters, namely physical and chemical, and has an SPF of up to 40 PA+++ so that it can protect the skin to the maximum from sun exposure. In addition to the product quality, the packaging of this sunscreen is also unique. Unlike other sunscreen product packaging, which is usually in the form of a tube, Facetology presents sunscreen with oval-shaped packaging, like an egg. With the egg packaging, sunscreen Facetology successfully gained public attention and was called 'the egg' by the public (Alisya & Sholeha, 2024).

Product reviews can provide product information from a consumer perspective and as recommenders. Product reviews are also very important for online businesses; in addition, business people should consider and pay attention to reviews from consumers who have made online product purchases. A good and satisfactory review can provide information for potential customers to buy the product; otherwise, if the review is less satisfactory, it will make potential customers less interested in buying products in the existing online store. Therefore, it is believed that consumers who have made a purchase and also feel the impact of using the product can sincerely write good to negative comments, so that potential consumers can see the survey of the product before making a purchase (Lalensang, Ogi, & Tampenawas, 2024).

One of the marketing growth techniques is content marketing, which uses appealing and simple-to-understand information to draw in and engage consumers who are the target demographic. Creating, choosing, segmenting, and expanding content that is engaging, pertinent, and helpful for a specific audience group to foster interaction with already existing content is known as content marketing. TikTok is the first e-commerce platform to provide a social network that utilizes a video content

platform; therefore, utilizing content marketing in its marketing strategy is very important. Content marketing emerged because of the trend of sales through video, so that products are easily known and understood by consumers. Content that is not interesting and inconsistent can cast doubt on the product being sold, so that it cannot increase sales. In relation to content marketing, TikTokShop is expected to provide effective and interesting video content to improve purchasing decisions, especially for FEB Unsiq students who are already technologically literate. Content marketing indirectly influences consumers to make purchase decisions on TikTok Shop e-commerce because video content is a characteristic feature of TikTok (Trihudiymanto, 2024).

This phenomenon has led to changes in consumer behavior, one of which is an increase in impulse buying behavior through digital platforms (Sultoni et al., 2025). Price perception is a major factor influencing purchasing decisions, especially on platforms such as TikTok Shop, which often offer promotions and discounts. Consumer perceptions of prices can directly influence purchasing decisions. Price perception is a consumer assessment to determine whether the price offered is high, low, or fair. Competitive prices, combined with attractive promotions such as discounts or free shipping, can increase product attractiveness. In addition, the ease of payment on TikTok Shop, such as via e-wallet or cash on delivery, contributes to the perception of more affordable prices. Consumers tend to compare the price of products with the benefits they receive; therefore, setting prices that match the value of the product is important for winning market competition (Yulianyah et al., 2023).

Consumers make buying decisions after identifying a problem, researching a specific brand or product, and assessing how effectively each option addresses the issue. A person can choose from a variety of possibilities while making a buying decision, as it is a choice between two or more options. Before making a purchase, consumers consider various factors. Thus, companies must pay attention to the factors that can attract consumers, such as the type of product, price, shape of the product, brand, and quality. Purchasing decisions can be made based on needs and desires, which also include what goods are desired, so that in the end, the consumer decides to buy the product (Pangesti & Budiarti, 2025). As the word of Allah SWT in Surah Al-Baqarah, verse 254:

يَا أَيُّهَا الَّذِينَ آمَنُوا أَنْفَقُوا مِمَّا رَزَقْنَاكُمْ مِنْ قَبْلِ أَنْ يَأْتِيَ يَوْمٌ لَا بَيْعَ فِيهِ وَلَا خُلَّةٌ وَلَا شَفَاعَةٌ وَالْخَافِرُونَ هُمُ الظَّالِمُونَ

Spend what we have given you, O believers, before the day comes when trade, friendship, and intercession are no longer possible. The wrongdoers are unbelievers. Therefore, as Muslim consumers, we must be wise in making purchasing decisions and consider the principles or norms of Islam in every decision-making process. Consumption should not only be aimed at common digital marketing factors such as Product Reviews, marketing content, and price perceptions that are uniquely influenced by the TikTok Shop mechanism, but also explicitly reviewed and discussed within the framework of an Islamic Business Perspective. Thus, the study offers unique insights into how Generation Z's cosmetic purchasing decisions in digital environments, such as Bandar Lampung, must be balanced between rapid e-commerce trends and considerations of spiritual or ethical values according to Sharia principles. This aspect of TikTok Shop platform integration and Islamic review is still rarely addressed in Generation Z and local cosmetics studies.

Product reviews have a positive and considerable impact on purchasing decisions in the Shopee marketplace at Maarif Hasyim Latif University, Sidoarjo, according to the findings of earlier research by Pramestie. This is consistent with Reza Nur Sadrina's findings that content marketing factors positively impact Magelang City Instagram or TikTok users' purchasing decisions. Additionally, Meylisa and Hidayati's research has shown that price perception significantly influences consumers' decisions to buy. However, this study contradicts Alfarol's findings, which indicate that content marketing has no discernible impact on small and medium-sized enterprises' decisions to make purchases on social media. This demonstrates that social media purchasing decisions made by small and medium-sized enterprises are not improved by direct content marketing. Additionally, the analysis supports Mendur's assertion that during the COVID-19 pandemic, price perception had a negative or negligible impact on purchasing decisions.

From an Islamic business perspective, Product Reviews, Content Marketing, and price perception must be based on the principles of honesty, justice, and blessings. Product Reviews must be honest and transparent without manipulation, whereas content marketing must promote products in a lawful, moral, and educational manner without exploiting consumer weaknesses. In setting prices, businesses must be fair, reasonable, and transparent, reflecting the true value without fraudulent practices. All three aim to create a business ecosystem that is not only materially beneficial but also provides social benefits and blessings to all parties. Having a deeper comprehension of how TikTok price perception, content marketing, and product reviews impact purchasing decisions in the context of Islamic Business, businesses can develop more effective strategies to increase consumer confidence and expand their market share. In addition, this research can contribute to developing a more sustainable and effective theory and practice of Islamic business.

The research gap lies in the lack of studies that comprehensively integrate digital marketing factors and Islamic business ethics principles in the context of specific beauty product purchasing decisions. Although previous studies have examined the impact of price perceptions, marketing content, and product reviews on overall purchase decisions, few studies have focused explicitly on TikTok Shop as the main marketing channel, especially for Facetology Triple Care Sunscreen products that are popular among Generation Z. In addition, a significant gap is that it has not been empirically tested how Islamic business perspectives interact or moderate the impact of these digital elements on buying decisions, particularly in the context of Bandar Lampung consumers. This study aims to close this gap by holistically analyzing the influence of the TikTok Shop phenomenon, making it an object of study enriched with the moral and ethical dimensions of Islam.

This study's primary goal was to examine and empirically test the concurrent and partial effects of price perceptions, marketing content, and product reviews on the TikTok Shop platform on purchasing decisions for Facetology Triple Care Sunscreen products among Generation Z in Bandar Lampung City. In addition, the study aims to provide an ethical review and recommendation on such purchasing decisions from the perspective of Islamic Business, ensuring that the driving factors of modern purchasing are in line with Sharia principles regarding halal, means of obtaining, and goodwill.

2. Literature Review and Hypothesis Development

2.1. Marketing Management

Marketing management is an area of Management Science that is indispensable in all business line activities. Marketing management is the most important factor for the survival of a company or business to achieve its desired goal. Management is the most important factor, and marketing is often referred to as the vanguard of the company. Companies often make marketing the heart of the company, where the good and bad of the company's survival depend on how well the business is run. Proper marketing management will make the company successful because it is more appropriate to step up and run the business so that the benefits can be felt in the long run (Ariyanto, 2023).

2.2. Theory of Reason Action (TRA)

The Theory of Reasoned Action (TRA) focuses on two factors that determine conduct in the study of social psychology: attitude toward behavior and subjective norms. This idea offers an explanation of the components that influence human behavior and explains how individual beliefs, attitudes, subjective norms, intentions, and behaviors are related. Riley and Klein at Purwanto used TRA to test customer behavior when shopping online, focusing on an individual's intention to behave in a certain way. After the introduction of the TRA, Ajzen introduced a new development in 1991.

The development theory in question is the Theory of Planned Behavior (TPB). Control of behavior perception variables are added to the TPB to explain situations when a person has no control over their desired behavior. Ilmi explains that the perception of behavioral control is when a person finds it easy or difficult to perform certain behaviors. According to the TPB, control beliefs and perceptions of power influence perceptions of control. Belief control is the belief that the experiences of others or the influence of other information can make certain behaviors more or less difficult. Perception of power is the power of control factors that can help or hinder certain behaviors in terms of purchase decisions,

according to the variables that will be examined, namely Product Reviews, Content Marketing, and price perception on TikTok Shop (Aulia et al., 2024).

2.3. Product Review

A product review is a review or testimonial of the quality of a product or service based on experience. Online customer reviews are part of electronic word-of-mouth (eWOM), which is purely based on the opinions and reviews of someone and not an advertisement (Pembelian & Anugrah, 2023). According to the TRA, a person's behavioral intentions are influenced by two main components: attitudes and subjective norms. Product Reviews play a significant role in shaping these two components. First, positive and credible reviews directly form a positive attitude towards the Facetology Triple Care Sunscreen, leading consumers to believe that purchasing the product will yield favorable results. Second, product reviews can also reflect subjective norms, where reviews from friends, influencers, or the community indicate that buying the product is an approved or expected behavior by a Gen Z social Reference Group, which ultimately strongly influences purchase intent and drives purchasing decisions.

2.4. Content Marketing

The goal of content marketing is to produce and disseminate valuable, timely, consistent information. To attract, recruit, and engage a well-defined target audience and encourage lucrative consumer action, content marketing is a strategy that involves producing and disseminating pertinent and quality content (Anggriyanti, Sasmita, & Chairilsyah, 2022). Effective Content Marketing is informative, relevant, and valuable content, not just advertising acts as the main instrument to form the two components of the TRA. Quality content can influence consumer attitudes by conveying beliefs about the benefits of the product and the positive results of the purchase (healthy skin), thus creating a positive evaluation. When such content is shared and widely discussed on social media by influencers or Generation Z, it forms a subjective norm because consumers feel social pressure or expectations from the reference group to try or buy a product, which significantly increases their intention to buy.

2.5. Price Perception

Price perception is the process by which consumers completely comprehend and derive profound meanings from price information. When consumers compare the degree of sacrifice with the benefits of goods and services, price perception is a crucial factor. Customers' perceptions of prices, whether high, cheap, or reasonable, have a significant impact on their intention to purchase as well as their level of satisfaction (Putra, 2021). According to the TRA, the decision or intention of a behavior is directly influenced by an individual's attitude towards the behavior. In the context of purchasing, price perception is the main cognitive input that shapes consumer attitudes towards products. If consumers have a positive price perception, that is, they feel that the price offered is appropriate, reasonable, or provides high value compared to the quality or benefits of the product, then this will result in a positive attitude towards the act of buying. In contrast, a negative price perception forms a negative attitude, which ultimately weakens the buying intentions predicted by the TRA.

2.6. Purchase Decision

Consumers must ultimately decide whether to purchase a good or service after considering several factors. Consumer purchasing decisions reveal the extent to which marketers attempt to sell products to consumers. Economics, finance, technology, politics, culture, product, pricing, location, promotion, tangible proof, people, and procedure all impact a consumer's decision to buy. Purchasing decisions are crucial because they can boost a company's earnings by improving the products advertised. Before making a purchase, consumers typically consider and weigh their options (Qolbi & Hermansyah, 2023).

The Theory of Reasoned Action (TRA) has a close relationship with purchasing decisions because it positions behavioral intention as the main predictor of real action, including buying. In the context of purchasing, the TRA explains that the purchase decision is preceded by the purchase intention, which is further formed by two key components: the consumer's attitude towards the act of purchasing said product and the subjective norm or perception of the consumer towards the social pressure of an important party to make the purchase. Thus, the TRA provides a powerful framework for understanding and predicting that the more positive the attitude of Gen Z towards sunscreen and the stronger the

support from their social circle to buy it, the higher their purchase intention, which ultimately triggers the actual purchase decision.

2.7. Hypothesis

2.7.1. Product Reviews' Impact on Purchase Decisions

Another name for Reviews are also known as reviews. Reviews provide pictures that show the true quality of products, such as issues with color, inconsistent specifications, usability issues, or excellent quality and a positive experience. Customer evaluations of products are called product reviews. Product reviews use customer testimonials to explain the benefits or drawbacks of a product. According to more than half of customers worldwide, recommendations from others are more trusted than any other type of promotion. Product reviews are typically posted in columns created by e-commerce application developers (Mulyana, 2021).

Agustinus and Marbun's paper, "The Influence of Creativity, Innovation and Product Reviews on Instagram on Purchase Decisions on Mephoto Project," claims that factors related to product reviews have a significant impact on Mephoto Project purchase decisions. According to a study by Sinaga and Hutapea titled "Analysis of the influence of Brand Image, price, and Product Reviews on the purchase decision of Wardah Skincare on Unai students," however, there is no discernible impact on the decision to buy Wardah Skincare. This is due to the lack of information provided by the company related to the product and the lack of reviews from consumers who previously bought Wardah skincare products (Mardiayanti & Andriana, 2022).

H1: Product reviews have a positive and significant effect on the purchase decision

2.7.2. Content Marketing's Effect on Purchase Decisions

The technique of encouraging people to advertise their websites, goods, or services using online social media platforms and to communicate by utilizing a much bigger community that is more likely to do so than through conventional advertising methods is known as content marketing (Kamanda 2024). Wijaya found that content marketing had a favorable and significant impact on purchasing decisions, which supports the findings of this study. The study, however, goes against the findings of studies by Abiyyuansyah, Kusumawati, and Irawan, who discovered that content marketing had no discernible impact on decisions to buy (Abdjul, Massie, & Mandagie, 2022).

H2: Content Marketing has a positive and significant effect on purchasing decisions

2.7.3. Influence Of Price Perception On Purchasing Decisions

Price perception is the reaction or comprehension of price. Customers' perceptions of a certain price, whether it is high, cheap, or reasonable, have a significant influence on their desire to buy and level of satisfaction (Mariskah & Suyatna, 2024). This can be perceived as more reasonable prices for Reebok sneakers in after-sales outlets, which is consistent with the research by Handoyo and Taufik, which demonstrates that price perception has a major beneficial effect on purchasing decisions. Disc Semarang, the greater the inclination of customers to purchase Reebok footwear (Suparno, Wenas, & Moniharapon, 2024).

H3: Purchasing decisions are positively and significantly impacted by price perception

3. Methodology

This study employed a quantitative methodology. The methodical study of a phenomenon by the collection of data measurable by statistical, mathematical, or computer methods is known as quantitative understanding (Sunarsi, 2021). This study was descriptive. Descriptive research uses methods to describe research results. As the name implies, descriptive research aims to provide a description, explanation, and validation of the phenomenon under study. This study describes the effects of Product Reviews, Marketing content, and price perception on TikTok Shop on purchase decisions for the Facetology Triple Care Sunscreen in Bandar Lampung.

The population is the entire object that will or wants to be studied in a research. The population is often referred to as the universe. The population members can be tangible or inanimate objects, in which the properties that exist in them can be measured or observed. The population in this study comprised

Facetology Triple Care Sunscreen users in Lampung City. A sample is a selected portion of a population selected through some process to investigate or study certain traits of the parent population. The sample for research is not only seen from the way or sampling technique but also must take into account the adequacy of the required sample.

The sample was considered representative of the population. The average represents the entire population of the study. This study uses non-probability sampling techniques because the number of members of the population is not known, and random sampling techniques to determine the sample. The author uses a formula for an unknown population. This formulation was used for samples with an unknown population, with an error rate of 5% and a confidence rate of 95%. Thus, the sample in this study included 96 respondents.

SmartPLS 4 was used for the quantitative data analysis in this study, beginning with the validity test to confirm the questionnaire's validity and the outer loading value criterion > 0.05 . Additionally, a reliability test was conducted to gauge the measuring device's consistency; if the Cronbach's alpha coefficient was greater than 0.6, the device was deemed dependable. Finally, the study's answers were tested using a hypothesis test; if the statistical t-value was greater than 1.96 and the p-value was less than 0.05, the hypothesis criteria were accepted.

4. Results and Discussion

4.1. Validity and reliability test

4.1.1. Validity Test

Validity testing is the process of testing the validity or level of validity of research instruments. Validity testing using SmartPLS 4 was performed to ensure that the indicators in the model could represent the measured construct. Convergent validity can be seen from the value of the loading factor of each indicator to its construction. The indicator is considered valid if it has a loading value of more than 0.60, which indicates that the indicator has a sufficient contribution to forming the construct. Discriminant validity was used to assess the degree to which a construct differed from other constructs. For reflective indicators, discriminant validity was analyzed using the cross-loading value. If an indicator's loading value in the original construct is greater than that of other constructs, ideally greater than 0.60, it is considered to meet discriminant validity. The table below shows the variables derived from the validity test based on the data processing findings.

Table 2. Loading Factor

Indicators	Product Review (X1)	Content Marketing (X2)	Price Perception (X3)	Purchase Decision (Y)	Description
X1.1	0.907				Valid
X1.2	0.887				Valid
X1.3	0.904				Valid
X1.4	0.910				Valid
X1.5	0.911				Valid
X1.6	0.921				Valid
X1.7	0.936				Valid
X2.1		0.931			Valid
X2.2		0.924			Valid
X2.3		0.940			Valid
X2.4		0.901			Valid
X2.5		0.912			Valid
X2.6		0.902			Valid
X2.7		0.922			Valid
X3.1			0.921		Valid
X3.2			0.896		Valid
X3.3			0.928		Valid

X3.4			0.888		Valid
X3.5			0.017		Valid
X3.6			0.903		Valid
X3.7			0.908		Valid
X3.8			0.904		Valid
Y.1				0.891	Valid
Y.2				0.883	Valid
Y.3				0.895	Valid
Y.4				0.922	Valid
Y.5				0.884	Valid
Y.6				0.931	Valid
Y.7				0.916	Valid
Y.8				0.922	Valid

Source: Primary Data in by SmartPLS 4 2025

It is evident from the information displayed in the above table that the study question items have been qualified to meet the validity test by looking at the value of outer loadings that have been qualified, namely, more than 0.06. Here is a picture of the results of the questionnaire validity test using SmartPLS 4 software.

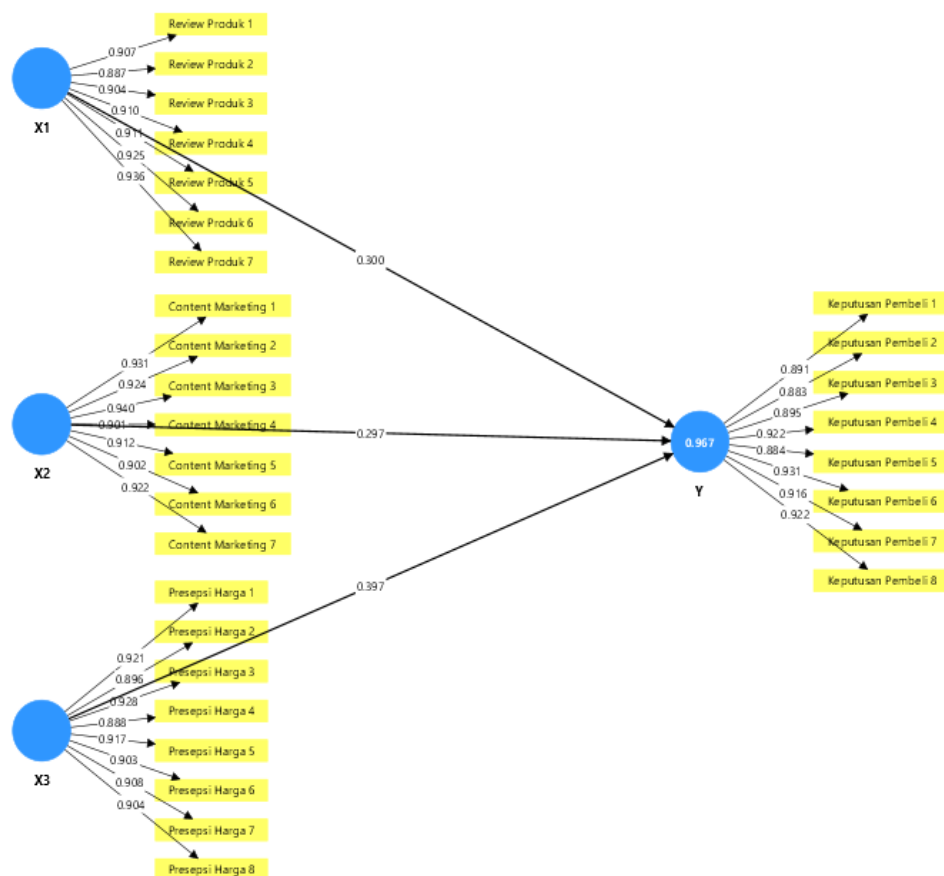


Figure 2: The results of the validity test variables Product Review (X1), Content Marketing (X2), and price perception (X3) of the purchase decision (Y)

Source: primary Data in by SmartPLS 4 2025

4.1.2. Reliability Test

An instrument for measuring a questionnaire that serves as an indicator of a variable or construct is a reliability test. Cronbach's alpha (α) was used in this study to assess the reliability of the questionnaire. The results need to be tested for reliability, one of which is to see Cronbach's alpha, which can be declared eligible if the value is >0.7 . Instrument reliability test results using the SmartPLS 4 application

tool. The output of SmartPLS 4 calculation for product review variables, marketing content, and price perception of purchasing decisions can be seen from the table below:

Table 3. Cronbach's Alpha and AVE

Variable	Cronbach's Alpha	AVE
Product Review	0.966	0.831
Content Marketing	0.969	0.844
Price Perception	0.970	0.825
Purchase Decision	0.969	0.820

Source: Primary Data in by SmartPLS 4 2025

4.2. Hypothesis Submission

4.2.1. Hypothesis Test (T Test)

The statistical test T was used to prove that the independent variable affects the dependent variable individually. The test was conducted by comparing the t-count of 0.05, which is significant, and T statistic > 1.98 , and p values $>$, which means not significant, using the SmartPLS 4 application. Here is a T-test:

Table 4. T Test Results

Hypothesis	Influence	Original Sample (O)	Sample Average	Standar Deviasi (STDEV)	t-statistik	P values
H1	X1	0.300	0.303	0.094	3.195	0.001
H2	X2	0.297	0.294	0.096	3.107	0.002
H3	X3	0.397	0.397	0.107	3.709	0.000

Source: Primary data processed SmarPLS 4 2025

T-statistics $3.195 > 1.98$ and P values $0.001 < 0.05$ were obtained from the data. This demonstrates that product reviews significantly and favorably influence consumers' decisions to buy the Facetology Triple Care Sunscreen, supporting H1. The p-value was $0.002 (< 0.05)$, and the T-statistic was $3.107 > 1.98$. This demonstrates that the decision to buy Facetology Triple Care Sunscreen is positively and significantly impacted by content marketing, supporting H2. Additionally, the findings of P values $0.000 < 0.05$ and T-statistics $3.709 > 1.98$ are apparent. This demonstrates that the decision to buy Facetology Triple Care Sunscreen is positively and significantly impacted by content marketing, so it can be concluded that H3 in this study is supported.

4.2.2. Coefficient of Determination Test

The percentage of the dependent variable (Y) caused by the independent variable (X) was determined using the coefficient of determination (R). Therefore, testing the coefficient of determination is required to determine how well the model explains independent variance. The presentation of changes in the dependent variable (Y) caused by the independent variable (Y) is lower if R^2 is higher. The regression model was effectively constructed, with an ideal number of variables and a considerable contribution from each variable, as indicated by the same value of R^2 . Consequently, we employed the R-squared value in this study using SmaraPLS 4. These are the coefficient of determination test results for the models.

Table 5. Coefficient Of Determination Test Results

Matriks	R Square	R Square Adjusted
Y	0.967	0.966

Source: Primary data processed SmarPLS 4 2025

Based on the analysis of the coefficient of determination in the table obtained by the data, an R-squared value of 0.967 was obtained for the dependent variable purchase decision. This shows that 96.7% of the variation in purchasing decisions can be explained by the independent variables in this study: Product

Reviews, Marketing content, and price perception. The variable R Squared Adjusted by 0.966, which is in accordance with the number of model variables, to provide an accurate picture of the ability of the model in explaining the dependent variable. With the number of R Squares above 0.5, it can be concluded that this model has a fairly good ability to explain the influence of independent variables on purchasing decisions on Shopee. This value reflects how high the purchase decision can be predicted through the three factors examined in this study.

4.2.3. Recapitulation of Hypothesis Test Results

Based on the results of the research described previously, a summary or recapitulation of the hypothesis test results is as follows:

Table 6. Recapitulation of Hypothesis Test Results

	Hypothesis	Description
H1	There is a significant influence of Product Reviews on the purchase decision of Facetology Triple Care Sunscreen.	Supported
H2	There is a significant influence of Content Marketing on the purchase decision of Facetology Triple Care Sunscreen.	Supported
H3	There is a significant influence of the perception of price on the purchase decision, Facetology Triple Care Sunscreen.	Supported

Source: Primary data processed SmarPLS 4 2025

4.3. Discussion

Based on previous research, the results of the data instruments answered by respondents to measure the variables of Product Reviews, Content Marketing, and price perception of the purchase decision, the Facetology Triple Care Sunscreen instrument is valid and reliable. Therefore, the indicators and item questions from researchers can be used later, and the results obtained can be analyzed.

4.3.1. The Impact of Product Reviews on the Decision to Buy: Facetology Triple Care Sunscreen

According to the findings of the statistical analysis, Facetology Triple Care Sunscreen yielded a T-statistic value of $3,195 > 1.98$ and a P-value of 0.001, indicating that product reviews have a positive and significant impact on purchasing decisions, or H1 is supported. This is consistent with the research (Mardiayanti & Andriana, 2022) "The effect of price and quality of products and Product Reviews on purchasing decisions Scarlett Whitening products" is the title of the study. According to this study, the decision to buy Scarlett Whitening products is significantly influenced by varied product reviews. This shows that reviews given by other consumers, especially those presented on platforms such as TikTok Shop, act as very strong social proof.

The better, more credible, and more detailed the quality of the reviews accessed by potential buyers, the higher the level of trust in the quality and effectiveness of the product. As a result, the risk perceived by consumers is reduced, which directly increases their confidence and motivates them to proceed to the final stage of purchasing the sunscreen product. Therefore, it can be concluded that product reviews can influence consumers' purchasing decisions. Research by Woro et al. (2023) shows that the decision to buy Hanasui mattedorable lip cream products in the TikTok shop is positively and significantly influenced by product reviews.

Considering the research that has been conducted, it can be concluded that the higher the intensity or product review, the greater the tendency of consumers to purchase the Facetology Triple Care Sunscreen. This implies that a product review's impact on a buying choice increases with its quality. The existence of a positive influence between Product Reviews and purchasing decisions indicates that product reviews can be used as evaluation material before buying products online if the review has a credible source and many positive reviews. In the context of social commerce, consumers tend to consider and be influenced by Product Reviews when making purchasing decisions. In the digital business world with various online purchasing platforms, feedback from consumers can be easily accessed; therefore, the role of Product Reviews in shaping perceptions and purchasing decisions is

becoming increasingly significant. From the perspective of business people, this can be a reference and consideration to strengthen their business strategy so that product sales are expected to increase.

4.3.2. The Influence of Content Marketing on the Purchase Decision of Facetology Triple Care Sunscreen

The findings of the analysis demonstrated that content marketing factors significantly and favorably influenced consumers' decisions to buy the Facetology Triple Care Sunscreen. This indicates that the p-value is $0.002 < 0.05$ and the t-statistic value is $3.107 > 1.98$. Thus, the hypothesis (H2) is supported. The findings underscore the crucial role of marketing materials, particularly on digital platforms such as TikTok Shops. When brands present content that is informative, creative, engaging, and relevant to the needs and lifestyles of Gen Z through short-form videos, authentic storytelling, or engaging product use demonstrations, it effectively shapes positive perceptions, increases trust, and ultimately motivates consumers to move from just looking to buying sunscreen products.

This conclusion is consistent with the findings of studies conducted by Girsang and Aprinawati (2024), proving that the results of this study conclude that Content Marketing variables have a favorable and substantial impact on Shopee Live customers' decisions to buy clothes (Case Study of students majoring in Management, Faculty of Economics, Medan State University Stambuk 2020). This is reinforced by research (Cahyani Gita, Pramitha Aulia, 2023), which demonstrates that purchasing decisions are positively and significantly impacted by content marketing. Content marketing's impact on consumer choices occurs because the content presented is very informative and interesting, so that consumers are interested in purchasing Camille Beauty masks.

Engaging and relevant content-based marketing strategies, such as authentic product reviews, creative promotions, and useful and informative content, have been shown to positively influence purchasing behavior. This reflects the importance of quality content in influencing consumer perceptions and motivating them to make purchase decisions. As social media-based consumerism grows in popularity, content marketing is emerging as one of the best strategies for fostering customer relationships and enhancing brand perceptions.

4.3.3. Influence of price perception on purchase decision: Facetology Triple Care Sunscreen

The analysis's findings demonstrated that factors related to price perception significantly and favorably influenced consumers' decisions to buy Facetology Triple Care Sunscreen. This indicates that the p-value is $0.000 < 0.05$ and the statistical t-value is $3.709 > 1.98$. Thus, the hypothesis (H3) is supported. This means that they feel the price is commensurate with the quality and benefits offered, so their tendency to make purchasing decisions for the product will increase significantly. This emphasizes that in the context of purchasing sunscreen through e-commerce, the price that is considered reasonable or profitable is not merely a nominal value but a strong psychological factor that successfully motivates consumers to complete transactions.

These results are in line with research conducted by (Lukito, 2024) shows that price perception variables have a major positive and significant impact on customer purchase decisions at Starbucks Coffee in Karang Tengah. Reinforced by research (Lestari & Cahya, 2023), it demonstrates that students at the Faculty of Economics and Business Unesa's decision to buy Azarine sunscreen is positively and significantly influenced by their impression of pricing. According to these results, consumers' perceptions of a given price, whether high, low, or reasonable, have a significant impact on their intention to buy and their choice to make a purchase. We can deduce that consumers are more inclined to make purchases if they have a positive opinion of the price of an item..

4.3.4. Product Review, Marketing Content, and Price Perception Towards Facetology Triple Care Sunscreen Purchase Decision in an Islamic Business Perspective

From an Islamic business perspective, purchasing decisions are consumer behaviors that determine whether or not a product is bought. When buying a product, you should pay attention to the nature of the halal product and its usefulness. Muslims must consider several factors when making a product purchase decision. That is, the purchased goods are not haram, that is, substances that are not haram,

and how to obtain them in a way that is not haram. Islam teaches that every economic activity should be based on good intentions and aims to achieve the welfare of society. Principles such as the Prohibition of riba (interest), gharar (uncertainty), and fraud became important guidelines for running a business. In this context, business people are not only responsible to consumers as fellow human beings, but also to Allah SWT as a form of moral and spiritual responsibility.

The concept of this purchase decision is also emphasized in the Qur'an, one of which is in Surah An-Nisa, verse 29

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا

Meaning: *“O you who have faith, do not embezzle your neighbor's wealth unless you both agree to a deal. Please do not end your life. You are indeed the object of Allah's mercy.”*

This verse shows that there are two dimensions to eating other people's property in vain. First, as-Sudi, quoted by Yusuf as-Sabatin, states that it includes eating usury, gambling, and others. Thus, vanity is against Sharia. Second, that stated by Ibn Abbas and Al-Hasan, namely, eating and using property without compensation. It is permissible for you to do all kinds of transactions when you are happy with each other, except for things that are forbidden in the Qur'an and Sunnah.

In the case of the purchase decision Rasulullah saw, Rasulullah forbade his people from selling something that was in the bidding of his brother. As stated by the Prophet (peace and blessings of Allah be upon him). Additionally stated:

لَا يَخْطُبُ أَحَدُكُمْ عَلَى خُطْبَةِ أَخِيهِ وَلَا يَبِيعُ عَلَى بَيْعِ أَخِيهِ إِلَّا بِإِذْنِهِ

Meaning: *Let not one of you propose marriage to his brother, and let him not sell what his brother offers, except with his permission. (Abu Daud)*

What is meant by selling on the sale of his brother is that if someone has bought something and is still in the grace of khiyar (the right of one or two parties to the transaction to carry out or cancel the transaction agreed upon in accordance with the conditions of each party or for certain reasons), then this transaction is canceled. The second seller is tempting, but it is better to cancel your transaction with the first seller. I sold this item to you (the same as the first seller's item), but at a cheaper price. Sellers essentially lure buyers with tempting prices or such that the first buyer cancels the transaction. This kind of buying and selling is clearly haram based on the arguments above, because it involves an act of muhadorotkan other Muslim brothers. The above transaction is haram because it causes mudharat and damage to other Muslims.

5. Conclusions

5.1. Conclusion

Based on a study of Generation Z Facetology Triple Care Sunscreen users in Bandar Lampung, it was found that product reviews, marketing content, and price perception simultaneously and partially have a favorable and important impact on the purchase decision of the product, indicating that the quality of the review is getting better, attractive marketing content, and positive price perception will increase the tendency of consumers to buy the product. These results show how important digital marketing factors are in driving Gen Z buying behavior; however, the review from the perspective of Islamic Business adds a crucial ethical dimension, asserting that in addition to these factors, the purchase decision must always consider the Halal of the product (both from the substance and the way of obtaining it) and be based on good intentions aimed at achieving the welfare of society.

5.2. Implications

The managerial implications of this study are important for cosmetics manufacturers, especially Facetology, and business actors in TikTok Shop. The result that Product Reviews, Marketing content,

and price perception have a significant impact requires companies to strengthen their digital strategies: manufacturers must actively manage and improve the quality of Product Reviews, invest in creative and engaging marketing content creation in line with Gen Z trends on TikTok, and ensure that pricing structures are positioned to create positive perceptions of value. In addition, the ethical implications of an Islamic business perspective require manufacturers to not only focus on profit but also ensure halal and transparency of products, as well as integrate social goals in the brand narrative, which can increase the loyalty of Gen Z Muslim consumers.

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