

Analysis of Factors Affecting Purchasing Interest on TikTok Shop

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ABSTRACT

As the phenomenon of technology and online shopping trends continues to grow, TikTok Shop has emerged as one of the most popular social media-based e-commerce platforms, especially among the younger generation. This study examines several factors, including Price, Promotion, Influencer Marketing, Service Quality, and Cashback/Discount. Employing a quantitative methodology, the study surveyed 100 participants. The data were analyzed using SPSS to assess the impact of each independent variable on Purchase Intention. The findings reveal that Price, Influencer Marketing, and Service Quality significantly influence Purchase Intention, whereas Promotion and Cashback/Discount exhibit a lesser impact. These results offer valuable insights for business stakeholders in crafting effective marketing strategies on the TikTok Shop platform

Keywords: Cashback, Price, Influencer Marketing, Service Quality, Promotion

INTRODUCTION)

The progress in digital technology has transformed the manner in which consumers engage with a variety of products and services, particularly in the realm of online transactions. A significant development in the e-commerce sector is the introduction of TikTok Shop, an online shopping platform that is seamlessly integrated with the social media application TikTok, which debuted in 2021. This feature allows users to buy products without exiting the app, utilizing short and captivating video content as a marketing instrument, thus fostering a more interactive and pleasurable shopping experience (Salsabila & Maulana, 2022).

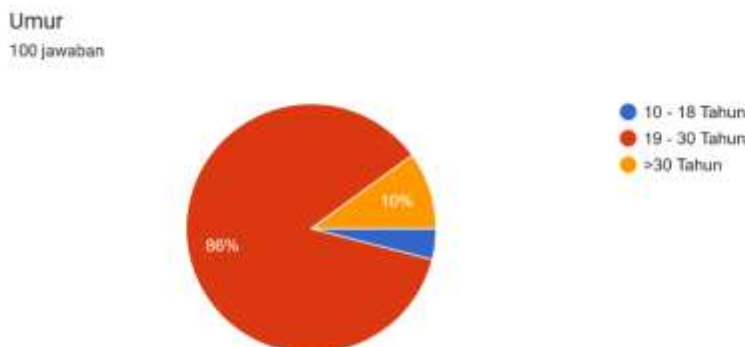
consumer purchasing interest serves as a fundamental element in shaping buying decisions on e-commerce platforms. Solomon (2020) posits that this interest can be swayed by both psychological and social influences, alongside external elements such as promotions, pricing, and product evaluations. Within TikTok Shop, various factors that may affect purchasing interest encompass pricing, promotional offers, influencer marketing, service quality, and cashback or discounts. Research conducted by Yulianto & Febriani (2021) reveals that promotions and influencer marketing significantly affect consumer purchase intentions on social media-driven e-commerce platforms. Furthermore, competitive pricing and high-quality service are essential in fostering trust and enhancing purchase intent (Diana & Sari, 2023).

One of the primary draws of TikTok Shop is its seamless blend of entertainment content with shopping experiences, which emphasizes not only transactions but also social engagement. Users of TikTok can explore products available for purchase through innovative videos, frequently showcasing influencers or content creators who sway consumer choices (Abidin & Rachmawati, 2022). Research conducted by Handayani & Putra (2024) indicated that confidence in influencers and the caliber of video content significantly enhance purchasing interest on TikTok Shop.

This study seeks to investigate the factors influencing consumer purchase interest on the TikTok Shop platform, concentrating on five primary variables: price, promotion, influencer marketing, service quality, and cashback/discount. This study will offer profound insights into the effects of each aspect on consumer purchasing interest and how TikTok Shop may leverage these factors to build more successful marketing tactics.

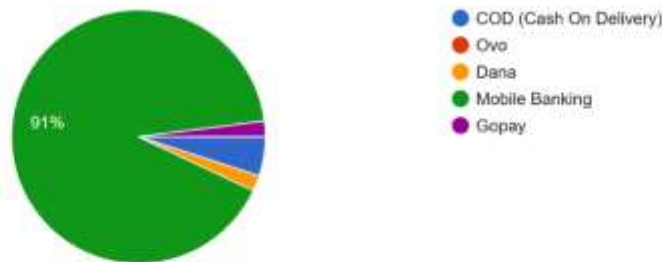
Researchers carried out a preliminary survey to assess the degree to which individuals in Indonesia utilize TikTok Shop as an e-commerce platform. Below are the findings from the questionnaire:

1. Respondent Data: Respondents who completed the questionnaire consisted of 100 people, 43 women and 57 men.
2. Age of Respondents:



3. Payment method used:

Pembayaran Tiktok Shop yang Sering Digunakan
100 jawaban



According to initial survey findings, 91% of the 100 participants reported making payments through Mobile Banking. Conversely, 9% of respondents did not utilize Mobile Banking; among them, 2% opted for Gopay, 5% chose Cash On Delivery (COD), and another 2% utilized Dana.

Problem Statement

In reference to the earlier background description, this research seeks to examine various factors that affect consumer purchasing interest on TikTok Shop. Accordingly, the research questions are articulated as follows:

- 1) In what ways does price affect consumer purchasing interest on TikTok Shop?
- 2) What impact does influencer marketing have on consumer purchasing interest on TikTok Shop?
- 3) To what degree does promotion affect consumer purchase intent on TikTok Shop?
- 4) Is there an influence of service quality on consumer purchase intent on TikTok Shop?
- 5) How do cashback and discounts affect consumer purchase intent on TikTok Shop?

Research Objectives

The aim of this research is to examine and identify several factors that affect consumer purchasing interest on TikTok Shop. In particular, the goals of this research are:

- 1) To investigate the impact of pricing on consumer purchasing interest on the TikTok Shop platform.
- 2) To explore the influence of influencer marketing on consumer purchasing interest on TikTok Shop.
- 3) To evaluate the impact of promotional offers on consumer purchasing interest on TikTok Shop.
- 4) To assess the effect of service quality on consumer purchasing interest on the TikTok Shop platform.
- 5) To analyze the effect of cashback and discounts on consumer purchasing interest on TikTok Shop.

Theoretical Basis

TikTok Shop serves as a cohesive e-commerce component within the TikTok application, allowing users to buy products directly from videos, live streams, or advertisements they view without exiting the app. This functionality merges entertainment with shopping, utilizing innovative content to sway consumer buying choices in a more engaging and interactive manner. TikTok Shop exemplifies Social Commerce, wherein social media acts as a medium for e-commerce transactions, simplifying the process for consumers to acquire products featured in the content they appreciate (Salsabila & Maulana, 2022).

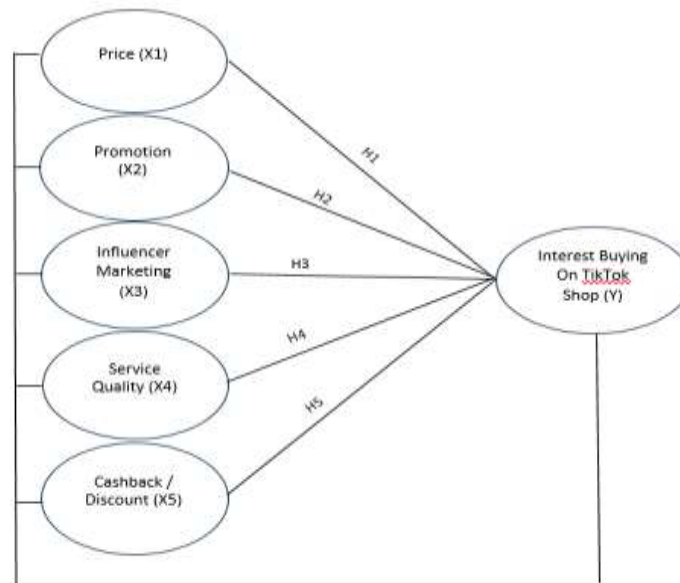
TikTok Shop was launched in 2020 and has experienced significant growth, allowing numerous brands, sellers, and creators to promote their products directly on the platform. This feature provides users with a more convenient shopping experience, enabling them to purchase items without needing to navigate to other applications or websites (Zhang & Huang, 2020).

Through TikTok Shop, influencers and creators have the opportunity to showcase products via the videos they produce, which frequently impacts the buying choices of their audience. This approach also emphasizes the importance of fostering consumer trust and loyalty through social engagement on social media (Abidin & Rachmawati, 2022).

Conceptual Framework

The theoretical framework outlines the connection between the variables that will be examined. Drawing on prior research and the hypotheses that have been developed, the framework for this study can be articulated as follows:

Figure 1. Conceptual Framework



Hypothesis

Hypotheses are developed by integrating theoretical principles associated with organizational behavior and various prior empirical studies, which allows for their scientific testing and makes a substantial contribution to the advancement of knowledge in the domain of human resource management.

H1: A notable relationship exists between price and consumer interest in TikTok Shop.

H2: A notable relationship exists between promotional activities and consumer interest in TikTok Shop.

H3: A notable relationship exists between Influencer Marketing and consumer purchase intention in TikTok Shop.

H4: A notable relationship exists between service quality and consumer purchase intention in TikTok Shop.

H5: A notable relationship exists between cashback/discount offers and consumer purchase intention in TikTok Shop.

METHOD

This study applies a quantitative approach as the primary method. According to (Sugiyono, 2021), a quantitative approach is used to study a specific population or sample by collecting data through research instruments. The data obtained is then analysed statistically or numerically, with the main objective of testing the hypotheses that have been formulated previously. In quantitative research, data is often represented by numbers or numerical values, which are then analysed statistically. Quantitative research aims to produce information that can be verified for accuracy. The researcher will distribute a questionnaire using Google Forms to the respondents. The

questionnaire serves as a tool to analyse the impact of the work environment, work motivation, work discipline, and compensation on employees. The questionnaire refers to the operational table of variables in accordance with previous research.

The respondents in this study were Indonesians. The size of this population is unknown, so the Roscoe technique was used, which is a statistical formula used to determine the sample size of a large population, especially when the population size is unknown or difficult to reach in its entirety. The ideal sample size for a study ranges from 100 to 500 respondents. Based on these guidelines, the minimum sample size was determined using the formula $10 \text{ indicators} \times 10 \text{ respondents} = 100 \text{ samples}$. Therefore, the researcher set 100 respondents as the sample size, with the consideration that the distribution of the questionnaire would yield more accurate and representative data.

The data in this study were collected through the distribution of structured questionnaires to respondents. The questions in the questionnaire were designed based on a number of indicators that had been formulated from theory and previous studies. The data collection instrument took the form of statements measured using a five-point Likert scale, ranging from “Strongly Disagree” to “Strongly Agree.” To analyse the instrument, the researcher employed SPSS software version 25, using multiple linear regression analysis as the data testing method.

Table 1. Likert Scale values and Variable Indicator Operational

Variable	Definition	Indicator	Scale
Price (X1)	The amount of value or money that needs to be paid to obtain a good or service.	1. Affordability 2. Price suitability 3. Price competitiveness	Likert
Promotion (X2)	any form of communication intended to inform, persuade, or remind consumers about a product, service, or brand, with the ultimate goal of increasing sales	1. Advertising 2. Sales Promotion 3. Direct Selling	Likert
Influencer Marketing (X3)	a marketing strategy that utilises influential figures (influencers) on social media to promote products	1. Followers 2. Brand Awareness 3. Coverage	Likert
Quality of Service (X4)	The level of service quality provided to customers is measured based on the extent to which the service meets or exceeds customer expectations	1. Responsiveness 2. Assurance 3. Empathy	Likert
Cashback / Discount (X5)	a form of promotion in which buyers receive back a portion of the money they have paid, with the aim of attracting consumer interest and loyalty	1. Price Discount 2. Promotion Level 3. Impact on Profitability	Likert
Interest in purchasing (Y)	The desire of consumers to purchase a product or service, which arises after there is interest and motivation to own the product	1. Making repeat purchases 2. Giving recommendations to others 3. Habits in purchasing products	Likert

RESULT

This study was conducted to examine and analyse the factors that influence purchasing interest on TikTok Shop. Based on the findings obtained by the author through online and offline questionnaires distributed via Google Forms to 100 Indonesian respondents, all respondents felt that the TikTok Shop e-commerce service was very helpful.

Validity Test

Table 2. Validity Test

Variabel	R Calculate	tabel r	information
Price			
P1	,080	0.17	Valid
P2	,041	0.17	Valid
P3	,239	0.17	Valid
P4	,070	0.17	Valid
Promotion			
P1	,148	0.17	Valid
P2	,073	0.17	Valid
P3	-,049	0.17	Valid
P4	,537	0.17	Valid
Influencer Marketing			
P1	,843	0.17	Valid
P2	,843	0.17	Valid
Service Quality			
P1	,721	0.17	Valid
P2	,692	0.17	Valid
P3	,572	0.17	Valid
Cashback/Discount			
P1	,391	0.17	Valid
P2	,716	0.17	Valid
P3	,803	0.17	Valid
Purchase Intention			
P1	,564	0.17	Valid
P2	,564	0.17	Valid

Source: SPSS 25

Validity testing was conducted to assess the effectiveness of instruments or questions in measuring the variables that were the purpose of the measurement. In this test, the Corrected Item-Total Correlation indicator was used and compared with the calculated r value as a reference. In this study, the reference r value was 0.17.

An item is considered valid if the value of the Corrected Item-Total Correlation exceeds the calculated r value (0.12). Based on the table, all items in variables X and Y meet the criteria and are therefore suitable for use in the measurement. This means that all items in the questionnaire for the variables Price (X1), Promotion (X2), Influencer Marketing (X3), Service Quality (X4), Cashback/Discount (X5), and Purchase Interest (Y) meet the validity criteria. This validity indicates that the questionnaire accurately measures the intended dimensions, so the results obtained can be interpreted appropriately.

Reliability Test

Table 3. Reliability Test

Variabel	Cornbach alpha	Information
Price	,090	Reliabel
Promotion	,306	Reliabel
Influencer Marketing	,915	Reliabel
Service Quality	,810	Reliabel
Cashback/Discount	,779	Reliabel
Purchase Intention	,693	

Source: SPSS 25

Reliability measures the consistency of an instrument. The test used is Cronbach's Alpha, with a threshold value of > 0.6 as an indicator that the instrument is reliable.

If the Cronbach's Alpha test results for variables X and Y exceed 0.6, it can be stated that the instrument used in this study is reliable. In other words, respondents provided consistent responses to all questions included in the variable.

Normality Test

Table 4. Normality Test
One-Sample Kolmogorov-Smirnov Test

		HARGA	PROMOSI	INFLUENCER_ MARKETING	KUALITAS PELAYANAN	CASHBACK _DISC	MINAT _BELI
N		100	42	100	100	100	100
Normal Parameters ^{a,b}	Mean	4,1980	3,5357	3,3250	4,4633	4,2033	4,2950
	Std. Deviation	,53366	,78587	1,29758	,62656	,72458	,71455
Most Extreme Differences	Absolute	,299	,152	,186	,244	,150	,228
	Positive	,150	,121	,186	,196	,136	,162
	Negative	-,299	-,152	-,139	-,244	-,150	-,228
Test Statistic		,299	,152	,186	,244	,150	,228
Asymp. Sig. (2-tailed)		,070 ^c	,086 ^c	,185 ^c	,077 ^c	,057 ^c	,070 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: SPSS 25

The normality test was performed using the One-Sample Kolmogorov-Smirnov Test. Decision criteria:

If the Asymp. Sig. (2-tailed) value is > 0.05 , the data is normally distributed.

In the results:

- Variable PRICE = Sig 0.070
- Variable PROMOTION = Sig 0.086
- Variable INFLUENCER_MARKETING = Sig 0.185
- Variable SERVICE_QUALITY = Sig 0.77
- Variable Cashback/Disc = 0.57
- Variable Purchase Interest = 0.70

The results of the normality test indicate that the significance values for both variables are above the threshold of 0.05, so it can be interpreted that the data distribution meets the normality

assumption. This is important because the normality assumption is a requirement in multiple linear regression analysis.

Explanation:

- All Sig values of the variables are > 0.05, namely 0.070; 0.086; 0.185; 0.77; 0.57; and 0.70.
- This means that all variables in this study are normally distributed, in accordance with the requirements for multiple linear regression analysis.
- This normal distribution indicates that the residual data or observed data do not deviate from the normal distribution, thus fulfilling the classical assumption of normality.

Multicollinearity Test

Table 5. Multicollinearity Test

Model		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	-.372	,611		-.608	,547		
	HARGA	,172	,122	,127	1,414	,166	,815	1,227
	PROMOSI	,004	,073	,005	,055	,956	,976	1,025
	INFLUENCER_MARKETING	-.024	,051	-.041	-.469	,642	,864	1,158
	KUALITAS PELAYANAN	,152	,138	,142	1,103	,277	,394	2,537
	CASHBACK_DISC	,782	,138	,719	5,672	,000	,407	2,456

a. Dependent Variable: MINAT_BELI

Source: SPSS 25

This test attempts to determine whether there is a strong linear relationship between the independent variables. High multicollinearity can interfere with regression interpretation.

Criteria:

- Tolerance > 0.10
- VIF < 10.

Results show:

- Tolerance = 1.000
- VIF = 1.000

These values indicate no signs of multicollinearity. In other words, the independent variables in the model are not highly correlated with each other, making the regression results more reliable and their interpretation unaffected by the redundant effects of the independent variables.

Explanation:

All Tolerance values for variables X1 to X5 are > 0.10, and have a VIF value.

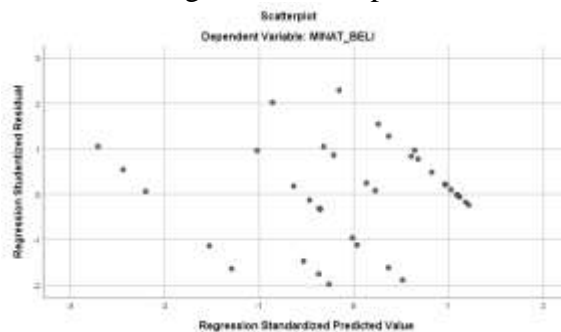
Both values meet the specified requirements:

- Tolerance > 0.10
- VIF < 10

Therefore, it can be stated that there is no evidence of multicollinearity between the variables Social Media Usage and Product Innovation in the regression model used.

Heteroscedasticity Test

Figure 2. Scatterplot



Source: SPSS 25

This test is generally performed to ensure that the residual variance is homogeneous and does not show a specific pattern. A scatterplot with points scattered randomly without a specific shape indicates the absence of heteroscedasticity.

In this study, the points are scattered in all directions and do not cluster at a single point.

Multiple Linear Regression Test

Table 6. Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,372	,611		-,608	,547
	HARGA	,172	,122	,127	1,414	,166
	PROMOSI	,004	,073	,005	,055	,956
	INFLUENCER_MARKETING	-,024	,051	-,041	-,469	,642
	KUALITAS_PELAYANAN	,152	,138	,142	1,103	,277
	CASHBACK_DISC	,782	,138	,719	5,672	,000

Source: SPSS 25

Multiple linear regression was employed to analyze the effect of one or more independent variables on a single dependent variable. In this research, the independent variable was social media usage (MINAT_BELI), while the dependent variables included Price, Promotion, Influencer Marketing, Service Quality, and Cashback/Discount.

Based on the findings from the multiple linear regression output presented in the data processing file, the following regression model was derived:

$$Y = a + b_1 \cdot x_1 + b_2 \cdot x_2$$

Where

A represents the value assigned to variable Y prior to the introduction of variable X

B denotes the value of variable X1

Partial Test

Table 7. Partial Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,372	,611		-,608	,547
	HARGA	,172	,122	,127	1,414	,166
	PROMOSI	,004	,073	,005	,055	,956
	INFLUENCER_MARKETING	-,024	,051	-,041	-,469	,642
	KUALITAS_PELAYANAN	,152	,138	,142	1,103	,277
	CASHBACK_DISC	,782	,138	,719	5,672	,000

Source: SPSS 25

From the partial test table:

1. Use of Price (X1):
Calculated t-value = 1.414, with Sig = 1.166 (> 0.05). Statistically, the use of price has a significant partial effect on Purchase Interest at a significance level > 5%.
2. Promotional Innovation (X2):
Calculated t-value = 0.055, with Sig = 0.956 (> 0.05). Statistically, the use of promotional innovation has a significant partial effect on Purchase Intention at a significance level > 5%.
3. Influencer Marketing (X3):
Calculated t-value = -0.469, with Sig = 0.642 (> 0.05). Statistically, the use of Influencer Marketing has a partial significant effect on Purchase Intention at a significance level > 5%.
4. Service Quality (X4)
Calculated t-value = 1.103, with Sig = 0.277 (> 0.05). Statistically, the use of Service Quality has a partial significant impact on Purchase Intention at a significance level > 5%.

5. Cashback/Discount

Calculated t-value = 5.672, with Sig = 0.000 (< 0.05). Statistically, the use of Cashback/Discount has no significant partial effect on Purchase Intention at a significance level of < 5%.

Simultaneous Test

Table 8. Anova

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15,546	5	3,109	23,382	,000 ^b
	Residual	4,787	36	,133		
	Total	20,333	41			

a. Dependent Variable: MINAT_BELI

b. Predictors: (Constant), CASHBACK_DISC, PROMOSI, INFLUENCER_MARKETING, HARGA, KUALITAS_PELAYANAN

Source: SPSS 25

Based on the ANOVA results:

The calculated F value is 23.382 with a significance value of 0.000.

Since the significance value is below the threshold of 0.05, simultaneously (overall model), price, promotion, influencer marketing, service quality, and cashback/discount significantly influence purchasing intention.

Determination Coefficient Test (R2)

Table 9. Model Summary

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,874 ^a	,765	,732	,36466

a. Predictors: (Constant), CASHBACK_DISC, PROMOSI, INFLUENCER_MARKETING, HARGA, KUALITAS_PELAYANAN

b. Dependent Variable: MINAT_BELI

Source: SPSS 25

From the Model Summary table, we can see that the R Square value is 0.874, or 87.4%.

Discussion

Based on existing research findings, “Analysis of Factors Influencing Purchase Intentions on TikTok Shop” was conducted. These findings are further supported by a study by (Yeo, L., Lim, S., & Tan, M, 2022), which states that shopping experiences on TikTok Shop (including convenience and ease of use) influence purchasing decisions. Based on the findings of the Partial Test (t-test), it can be stated that Cashback/Discount has a significant impact on purchase intent on TikTok Shop, while other factors such as Price, Promotions, Influencer Marketing, and Service Quality do not have a significant impact. Therefore, for marketers or sellers on TikTok Shop, focusing on discount and cashback programs can be an effective strategy to drive purchase intent. This study indicates that in the context of TikTok Shop, consumers are more sensitive to financial incentives (such as cashback) than other factors, although other factors remain important in creating a positive shopping experience.

CONCLUSION

Research on variables such as price, promotion, influencer marketing, service quality, and cashback/discounts must be appropriate for their use in Indonesian society. Since only 100 people were sampled at the beginning of the study, the information obtained is not entirely valid, resulting in a significant gap between the sample and the research results. In future studies, it is

recommended to increase the number of research subjects and samples to maximise the effectiveness of the research.

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