

Analysis of Factors Influence Customers' Purchasing Decisions Making on TikTok Shop

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Abstract: The existence of e-commerce in digital era eases the customers to do transaction and online shopping. There are many e-commerce in Indonesia, one of them is Tiktok Shop. However, the existence of TikTok Shop has just been closed recently due to the regulation. Nonetheless, we are curious to look into the variables that affect TikTok Shop customers' decisions to buy. In this work, a quantitative approach is used. to learn about the factors that customers at Tiktok shop perceive as influencing their decision-making, we conducted surveys using questionnaire with sample of 100 respondents. The data collected was tested, namely validity test, reliability test, and multiple regression analysis using SPSS 26. The results of this study indicate that price is the most dominant variable which has significant influence to customers purchase decision making compared to other variables. Additionally, the variables of price, promotion, and service quality simultaneously have a significant effect on purchasing decisions.

Keywords: *Price, Promotion, Service Quality, Purchase Decision Making, Tiktok Shop*

1. Introduction

As one of the countries with the largest population in the world, Indonesia has the number of internet users reaching 215.63 million people in the 2022-2023 period. In light of the survey findings of the Indonesian Internet Service Provides Association (APJII), this number increased by 2.67% compared to the previous period of 210.03 million users (Sadya, 2023). Various alternative options for shopping are available today with the development of information technology in the era of the industrial revolution 4.0. with given how many people use internet in Indonesia. Business development through internet media is currently increasing day by day, along with the increasing number of internet users in the world, especially in Indonesia (Wardhana, Kartawinata, Nugraha, Firmansyah, & Prahara, 2020). The e-commerce industry has a huge opportunity to able to do business based on the use of digital internet technology that is not limited by place and time, more and more consumers are switching from shopping at physical stores to online shopping platforms because it is considered easier and more convenient (Rahayu, Wahyudyanti, Utama, Rahmawati, & Maryati, 2023).

E-commerce is a form of trade transaction of goods or services that uses the intermediary media of the internet (Marpaung & Lubis, 2022). The components contained in an e-commerce system include marketplaces, sellers and buyers, payment gateways, and logistic delivery services. In this case, e-commerce is business field that is in great demand by the public. The ease of making digital orders and payments offered by e-commerce has become an option to fulfill needs and desires online, especially since the COVID-19 pandemic hit (Nadiansyah, Indrawan, & Almujaib, 2022).

There are some e-commerce platforms of online shopping business in Indonesia including Shopee, Tokopedia, Bukalapak, Lazada, Blibli.com, OLX, Akulaku, TikTok Shop and many more. This shows that there is tight competition among the online business companies to complete by offering various considerations that attract consumers so that they can decide on purchases in their e-commerce.

Purchase decision is a final decision that consumers should buy a good or service with various certain considerations (Mauludin, Saputra, Sari, & Munawaroh, 2022). Purchase decisions made by consumers illustrate how marketers market their product to consumers. Price, promotion, and service quality are points to ponder for consumers in making purchasing decisions. Some of these considerations are offered by TikTok Shop e-commerce. Price, promotion, and service quality are used as variables in this study to prove whether these three variables have an influence on purchasing decisions. The price variable was chosen because the prices of the goods sold at the tiktok shop are able to compete with other e-commerce, even the prices at the tiktok shop are cheaper than other e-commerce so that many customers decide to buy at the tiktok shop. Then, the promotion variable was chosen because TikTok has its own characteristics in carrying out a promotion, namely the existence of a live TikTok promotion which makes it easier for customers to see items according to real time appearance, promotion is not just about convincing a consumer to be interested and buy a product. Moreover, promotion is a set of unsure-related elements in marketing a product (A, Faizah, Fauzan, & Setiawan, 2023). And the last variable chosen is service quality because good service helps consumers feel comfortable when shopping online (Fadlun, Putra, & Dirdaus, 2023).

TikTok has been in Indonesia since 2017, as an entertainment platform, but in 2021 TikTok began to diversify its business into e-commerce without changing its entertainment business model. Tiktok is current business diversification that makes TikTok Shop able to compete with several other e-commerce platforms. TikTok Shop has a profitable business strategy for its consumers, namely with promos, free shipping, lower prices than other e-commerce, no handling fees, and promotions with the latest ways such as Live Tiktok so that customers can see products in detail. Tiktok shop offers lower prices than other e-commerce, the prices and types of products are the same as official stores in other e-commerce but the prices are much cheaper at Tiktok Shop. The price and shipping promotions at TikTok Shop are cheap because Tiktok makes significant important adjustments to the Commission Fee structure. Starting Thursday, on June 1, 2023 at 09.00 WIB the current Sales Fee of 1.00% and Flat Fee of IDR 2,000 per valid order will be replaced with a new Marketplace Commission Fee in accordance with the cluster, category and subcategory of SKUs sold on TikTok Shop (Academy TiktokShop, 2023). This caused TikTok Shop to sell goods at lower prices and have large promotions.

However, the phenomenon of the arrival of the Tiktok Shop still brings controversial issues because Tiktok Shop is an application that combines social media with e-commerce application so that Tiktok Shop has a great opportunity to benefit (Fajar, 2022). One of them, it caused a drastic decrease in the income turnover of conventional traders in Tanah Abang, which has led to demonstrations against the government to regulate Tiktok for not to have 2 (two) platforms together, namely entertainment and e-commerce platforms. This is one of the main obstacles in the process of business transformation in digital era (Erwin et al., 2023). It cannot be denied that some of the advantages that often exist on the TikTok Shop e-commerce platform include consumer perceptions of prices, which is cheaper price than other conventional traders in Tanah

Abang and other e-commerce platforms. Then, there are products that match what is stated in the photo and during promotions using TikTok live by offering a relatively cheaper discount price when it is compared to the normal price. Previous research on the influence of service quality, promotion and price on purchasing decisions at TikTok shops, especially in the fashion sector, was carried out by (Andriani & Nasution, 2023) with simultaneous significant results. What makes this research different is that this research is based on customers decisions making focuses on any products at TikTok. Besides those variables such as price, promotion, and service quality on purchasing decisions in Shopee e-commerce have also been adopted by previous research by (Balhmar, 2021) and all the resulting variables have a positive and significant effect, and previous research by (Rukmana & Febrianti, 2023) regarding purchasing decisions on halal cosmetics, but the variables factors investigated are product quality, price and brand, the results of which are that each of these variables has a significant effect on customers purchase decision making.

Based on the background that has been discussed above, we are interested in conducting research entitled “**Analysis of Factors Influence Customers Purchasing Decisions Making on TikTok Shop**”.

2. Literature Review

Price

According to Tjiptono (2014) the sole component of the marketing mix that generates income or revenue for business is price. According to Kotler and Armstrong (2006) price is the amount of money as a medium of exchange to acquire products or services or it can also be said of the determination of the value of a product in the minds of consumers (Hazrati Havidz, 2022). That is adaptable, allowing for quick and simple changes (Feblicia & Cuandra, 2022) in their previous studies revealed that price has a significantly positive impact on purchase decision, namely the more appropriate the price offered to potential buyers, the more it can influence consumer decisions to buy. There are studies that reveal that price does not have a significant effect on purchase decision due to differences in pricing, which is one of the important factors for consumers to decide on a purchase (Miqdad, 2022). Hence, the following formulation of the hypothesis is possible:

H_1 : Price has a significant influence on purchasing decisions

Promotion

Promotion becomes one of the considerations for customers to make a purchase decision making. Nugraheni et al. (2021) state that promotion is everything that a seller does either by deed in introducing merchandise or services to encourage and attract other people to buy it (Feblicia & Cuandra, 2022). According to Himayati (2008), shipping costs are the cost of delivering goods or services that are withdrawn by the seller from the customer during the buying and selling process with the shipping costs charged to the customer (Marpaung & Lubis, 2022) previous studies have revealed that free shipping promotions research has shown that promotions offering free shipping have a major impact on consumers' decision to buy because they are beneficial to customers who object to the total cost of the purchase due to the discounted shipping costs. Thus, the following is how the second hypothesis can be stated.

H_2 : Promotion has a significant influence on purchasing decisions.

Service Quality

According to Fandy Tjiptono, the definition of service quality is to balance customer expectations that focus on efforts to fulfill the interests and desires of customers and the accuracy of their

delivery (Tjiptono, 2014, p. 268). Agustina et al. (2018) state that prior research has shown that service quality has a positive and significant impact on purchasing decisions. This means that if a company offers good and maximum quality services, that will influence consumers to make purchases. In the meantime, Polla et al. (2008) claim that customer purchasing decisions are negatively and negligibly impacted by service quality (Balhmar, 2021). We propose for the third hypothesis in this study is as follows,

H_3 : Quality service has a significant influence on purchasing decisions.

Purchasing Decisions

The purchasing decision process is a process that should be followed by a consumer. It begins with identifying problems that exist in consumers, seeking information about products, evaluating whether the product can reduce the problems they face, selecting a decision to buy, and consumer behavior after the purchase process occurs. Factors that influence consumer purchasing decisions are caused by several factors including cultural, social, personal, psychological, price, promotion, and service quality (Nungky Ebita Wiyanti, 2022). In addition, the advantage obtained is that access can be done anywhere and anytimes as long as there are internet conditions (Alfina, 2022). A study conducted by (Andriani & Nasution, 2023) revealed that simultaneously price, promotion, and service quality significantly influence customers' purchasing decisions making. Therefore, e-commerce should maintain and improve promotions, prices, and service quality together so that consumers could decide to make purchases. From the explanation above, the fourth hypothesis development can be formulated as follow,

H_4 : Price, promotion, and service quality simultaneously have a significant influence on purchasing decisions.

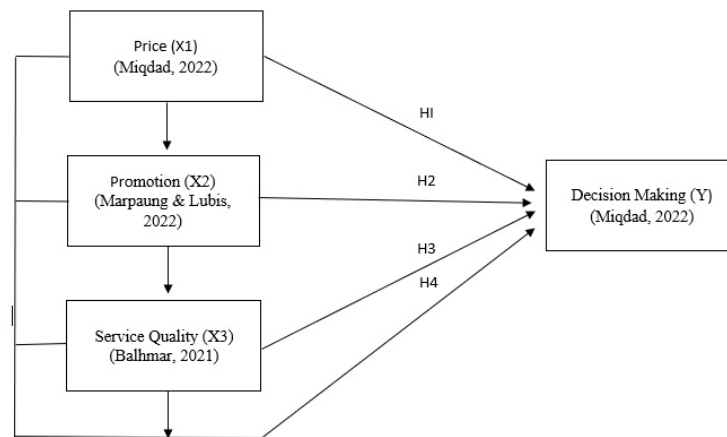


Fig. 1. Research Model

Source: Authors

Based on the literature review discussed above and the hypothesis development, the research model can be constructed as above. It comprises four independent variables, they are price, promotion and service quality and one dependent variable, purchase decision making. So there are four hypothesis development that can be constructed in this study as follow:

Ha1: Price variable (X_1) has a major impact on the factor that customers use to make purchasing decisions. (Y)

H0: Pricing does not significantly affect consumers' decision to buy.

Ha2: Promotion variable (X_2) has a significant influence on customers' purchasing decision making variable (Y)

H0: Promotion does not have significant influence on customers' purchase decision making

Ha3: Service quality variable (X_3) has a significant influence on customers' purchasing decision making variable (Y)

H0: Service quality does not have significant influence on customers' purchase decision making

Ha4: Price (X_1), Promotion (X_2), and Service Quality (X_3) simultaneously have a significant relationship on the customers' purchasing decision variable (Y)

H0: Price, promotion, and service quality do not have significant relationship on the customers' purchase decision making.

3. Research Method

The research method used in this research is quantitative method. According to Sugiyono (2019:17) Quantitative research is a positivist-based methodology used to examine a specific population or sample, collect information through the use of research tools, and then analyze the information quantitatively or statistically to test the theory. The instrument used in this study is a questionnaire, which the instrument in the questionnaire is divided into two parts; the first part is about the characteristics of the respondents including gender, age, job status, income per-month, frequency of buying at the tiktok shop, and certain characteristics, the most specific is people who have bought products at the tiktok shop. While the second part is the variables studied, namely price (X_1), promotion (X_2) service quality (X_3), and customer decisions (Y). The measurement scale in the questionnaire used is a Likert scale to measure respondents' opinions regarding price, promotion, service quality, and purchasing decisions. The sampling method uses purposive sampling which is one type of non-random sampling technique. Purposive sampling is used because the sample must have specific criteria and clear reasons for inclusion in this study (Isaac, 2023), the special characteristics of this research sample are customers who have made purchases at the Tiktok shop because to find out how customers evaluate prices, promotions, and service quality that decide them to buy at the Tiktok shop. Because the population in this study is infinite and unknown, we use the lemeshow formula to determine the number of respondents. The number of respondents in this study were 100 respondents. The data analysis tool used in this research is SPSS 26.

4. Result and Discussion

This section will go over the descriptive analysis, data analysis findings, and a conclusion discussion.

Descriptive Analysis

We discovered the traits of study participants based on information collected from 100 respondents who had made purchases at Tiktok Shop. It includes information on their income, employment status, gender, age, and how frequently they shop on Tiktok Shop. The following table provides an illutration of the characteristics of the respondents. See table 1 below:

Table. 1. Respondents Characteristic of Sample (n=100) in percentage

Characteristics		Frequency	Valid Percent	Cumulative Percen
Gender	female	73	73.0	73.0
	male	27	27.0	100.0
	Total	100	100.0	

Age	<17 Years	8	8.0	8.0
	18 - 26 Years	60	60.0	68.0
	27 - 36 Years	12	12.0	80.0
	37 - 45 Years	12	12.0	92.0
	>46 Years	8	8.0	100.0
	Total	100	100.0	
Job status	Students	29	29.0	29.0
	Entrepreneurs	7	7.0	36.0
	Private Employee	51	51.0	87.0
	House Wives	13	13.0	100.0
	Total	100	100.0	
Income Per-Month	<Rp. 1.000.000	22	22.0	22.0
	Rp. 1.000.000 - Rp. 5.000.000	37	37.0	59.0
	Rp. 5.000.000 - Rp. 10.000.000	34	34.0	93.0
	>Rp. 10.000.000	7	7.0	100.0
	Total	100	100.0	
TikTok Shop purchase frequency in one month 1-5x transactions	1 – 5x Transactions	92	92.0	92.0
	6 – 10x Transactions	7	7.0	99.0
	More than 10x Transactions	1	1.0	100.0
	Total	100	100.0	

Source: the Authors gathered and analyzed data

Classic Assumption Test

Before any data was collected, the author tested the research instrument. Validity and reliability tests were conducted on the research instrument to demonstrate that it should be both valid and reliable. The reliability and validity test results are listed below.

Validity Test

From the results of testing the Product Moment correlation coefficient from Pearson using SPSS 26, the results of testing the validity of the instrument on the price variable (X_1), promotion(X_2), Service Quality(X_3), dan Purchase Decision (Y) are as follows:

Table. 2. Results of Price Instrument Validity Testing (X_1)

No. Of Statement	r_{hitung}	$r_{table\alpha:0.05}$	Results
1	0.789	0.361	VALID
2	0.737	0.361	VALID

3	0.692	0.361	VALID
4	0.569	0.361	VALID
5	0.668	0.361	VALID

Source: Data processed with SPSS

Table. 3. Results of Promotion Instrument Validity Testing (X_2)

No. Of Statement	r_{hitung}	$r_{table\alpha:0.05}$	Results
1	0.577	0.361	VALID
2	0.765	0.361	VALID
3	0.605	0.361	VALID
4	0.644	0.361	VALID
5	0.823	0.361	VALID

Source: Data processed with SPSS

Table. 4. Results of Service Quality Instrument Validity Test (X_3)

No. Of Statement	r_{hitung}	$r_{table\alpha:0.05}$	Results
1	0.733	0.361	VALID
2	0.763	0.361	VALID
3	0.705	0.361	VALID
4	0.734	0.361	VALID
5	0.836	0.361	VALID

Source: Data processed with SPSS

Table. 5. Results of Purchase Decision Instrument Validity Test (Y)

No. Of Statement	r_{hitung}	$r_{table\alpha:0.05}$	Results
1	0.718	0.361	VALID
2	0.564	0.361	VALID
3	0.681	0.361	VALID
4	0.837	0.361	VALID
5	0.740	0.361	VALID

Source: Data processed with SPSS

The validity test's findings demonstrate that the instrument's indicators' total values on the variable price (X_1), promotion (X_2), Service Quality (X_3), dan Purchase Decision (Y) are higher than the rtable product moment value at the significance level (α) 0.05. Thus the two instruments are valid and suitable for as research instruments.

Reliability Test

From the results of reliability testing using the Alpha Chronbach formula (alpha coefficient) through SPSS version 26, the results of reliability testing on price instruments, promotions, service quality, and customer decisions are as follows:

Table. 6. Results of All Variable Instrument Reliability Test

Variable	Coefficient of Reliability	Critical Value	Results
Price (X_1)	0.716	0.60	Reliable
Promotion (X_2)	0.695	0.60	Reliable
Service Quality (X_3)	0.808	0.60	Reliable
Purchase Decision (Y)	0.744	0.60	Reliable

Source: Data processed with SPSS

For every variable under study, the reliability value of the statement items on the questionnaire is greater than 0.60; these findings suggest that the statement items on the questionnaire are trustworthy.

Normality Test

Examining the Normal P-Plot Graph, which serves as the foundation for making decisions, is how normality testing is done. Probability plots are normally distributed if the plotting data which depicts the actual data follows a diagonal line, then a model regression is carried out to fulfill the normality assumption and the regression model does not meet the normality assumption if the data spreads far from the diagonal line. The following are the results of the normality test:

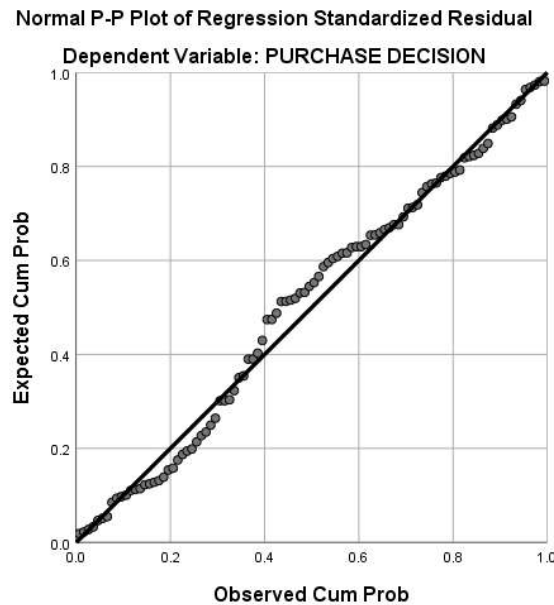


Fig. 2. Normality Test Result

Source: Data processed using SPSS 26

It is possible to conclude that the data in this study are normally distributed because Figure 2 shows that the data are distributed along a diagonal line.

Autocorrelation Test

The autocorrelation test determines whether or not there is a correlation between the disturbance error in period t and the error in period $t-1$ in the linear regression model. An autocorrelation problem occurs when correlation occurs. This autocorrelation test employs the Durbin Watson (DW) test, which is then compared to the Durbin Watson (DW) table.

Table. 7. Result of Auto Correlation Test Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.710 ^a	0.505	0.489	2.04785	1.958

a. Dependent variable: purchase decision

b. Predictors: (constant), Service Quality, Promotion, Price

Source: Data processed with SPSS

According to table 7, the value for Durbin Watson (DW) is 1.958, which is then compared with Durbin Watson with a significant of 5%, the amount of data (n) = 100, and the number of independent variables (k) = 3, the lower limit of dL is 1.6131 and the upper limit of dU is 1.7364.

Because $dL < DW < 4-dU$ ($1.6131 < 1.958 < 2.264$) so the results state that there is no autocorrelation, it can be concluded that there is no positive or negative autocorrelation.

Multicollinearity Test

The multicollinearity test is used to determine whether the independent variables in a multiple linear regression model are highly corrected with one another. If the independent variables have a high correlation, the relationship between the independent and dependent variables will be thrown off. The multicollinearity test revealed the following results:

Table. 8. Multicollinearity Test Result Coefficients

Collinearity Statistics		
Model	Tolerance	VIF
1 (Constant)		
Price	0.384	2.602
Promotion	0.470	2.130
Service Quality	0.527	1.897

Source: Data processed with SPSS

Based on table 8 above, it is known that the price variable has a tolerance value of 0.384 and a VIF of 2.602, the promotion variable has a tolerance value of 0.470 and a VIF of 2.130, the service quality variable has a tolerance value of 0.527 and a VIF of 1.897. So it can be concluded that the three variables do not experience symptoms of multicollinearity because the tolerance value is > 0.100 and $VIF < 10.00$.

Multiple Regression Test

To ascertain whether the independent variable (x) has an impact on the dependent variable (y), multiple linear regression analysis is utilized. The outcomes of multiple linear regression analysis tests are as follows:

Table. 9. Results of Regression Test Coefficients

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
(constant)	7.583	1.461		5.189	0.000
Price	0.315	0.093	0.391	3.375	0.001
Promotion	0.248	0.095	0.274	2.617	0.010
Service Quality	0.111	0.887	0.126	1.276	0.205

a. Dependent variable: Choice of purchases

Source: Data processed with SPSS

$$Y = 7.583 + 0.315X_1 + 0.248X_2 + 0.111X_3$$

Drawing conclusions from the above table, it can be said that the constant value of 7,583 represents the purchasing decision variable (Y) in its purest form, unaffected by independent variables. The price variable (X_1), at 0.315, has the biggest impact on purchasing decisions, according to the results of multiple linear regression analysis calculations performed using SPSS 26. With a 0.248 influence, the promotion variable (X_2) has the greatest impact on purchasing decisions, while the service quality variable (X_3) has the least, at 0.111.

Hypothesis Test

In this study, the hypothesis test employs the Partial Significant Test (T Test), Simultaneous Significant Test (F Test), and Determination Coefficient Test, which are as follows:

T Test

The T test is used to partially test each variable. The following are the results of the T test:

Table. 10. Results of Regression Test Coefficients

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
(constant)	7.583	1.461		5.189	0.000
Price	0.315	0.093	0.391	3.375	0.001
Promotion	0.248	0.095	0.274	2.617	0.010
Service Quality	0.111	0.887	0.126	1.276	0.205

a. Dependent variable: Purchase decision

Source: Data processed with SPSS

Based on table 10, the price variable has a value of 3,375 with a significance level of $0.001 < 0.05$ and a calculated T value of $3,375 > T$ table 1,984, so partially the price variable (X_1) has a significant relationship on purchasing decisions. Apart from that, the promotion variable has a value of 2,617 with a significance level of $0.010 < 0.050$ and a calculated T value of $2,617 > T$ table 1,984, so partially the promotion variable (X_2) has a significant relationship on purchasing decisions. Meanwhile, the service quality variable (X_3) has a value of 1.276 with a significance level of $0.205 > 0.050$ and a calculated T value of $1.276 < T$ table 1.984, so partially the service quality variable has no significant relationship on purchasing decisions.

F Test

The independent variables and the dependent variable are determined simultaneously using the F test. The F test yielded the following results:

Table. 11. F Test Result

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	410.156	3	136.719	32.601	.000 ^b
Residual	402.594	96	4.194		
Total	812.750	99			

a. Dependent Variable: Purchase decision

b. Predictors: (constant), price, promotion, service quality

Source: Data processed with SPSS

Based on the table above, it shows that the significance level is 0.000 (< 0.05) and the resulting F value is 32,601 where the F table value is 2.70. So it can be said that the independent variables, namely price, promotion and service quality, have a simultaneous influence on the dependent variable, namely purchasing decisions.

Coefficient Determinants Test Result**Table. 12.** Coefficient Determinants Test Result (R^2)

Model Summary				
Model	R	Square	Adjusted R Square	Std. Error of the Estimate
1	.710 ^a	.505	.489	2.048

a. Predictors: (constant), Service Quality, Price, Promotion

b. Dependent variable: Purchase decision

Source: Data processed with SPSS

Discussion

The purpose of this study is to look into and evaluate the variables that affect consumers' decisions to buy. The first variable holds that decisions about what to buy are influenced by price. Table 10's results demonstrate that the first hypothesis alternative is accepted because the findings are noteworthy and beneficial. This study provides additional knowledge that consumers basically agree that the price variable can significantly increase consumer purchasing decisions on Tiktok Shop. Respondents really consider the price when they want to buy goods by choosing a relatively cheap price compared to other e-commerce platforms which makes them have a decision to make a purchase at Tiktok Shop rather than other e-commerce. Respondents also feel that the price of products in the Tiktok Shop is in accordance with people's purchasing power.

Apart from that, the second alternative hypothesis is that promotions influence customers' purchasing decisions. Considering the outcomes in Table 10, it shows that the second alternative hypothesis is accepted because the results are significant and have a positive effect. This study provides additional knowledge that basically consumers agree that promotional variables influence purchasing decisions at Tiktok Shop. Especially the respondents in this study saw that various unique promotions in Tiktok Shop such as the live Tiktok promotion have consciously attracted consumers to make purchasing decisions at Tiktok Shop. In addition, the many promos in the Tiktok Shop are also one of the considerations in making purchases.

Meanwhile, The influence of service quality on purchasing decisions is the third hypothesis, but based on the results in table 10, it shows that the third hypothesis is not accepted because the results are not significant alternative. It means that null hypothesis is accepted and alternative hypothesis is rejected in the third hypothesis. This research provides additional knowledge that basically consumers think that the quality service in an e-commerce online service does not really affect purchasing decisions. This is because e-commerce services already very practical and have features that make it easy so that consumers

5. Conclusion

Price has been found to have a significant influence on purchasing decisions based on the research that was done. Respondents considered that low prices were one of the considerations for buying a product at TikTok Shop, this shows that the price has been adjusted by TikTok Shop attracted many TikTok Shop users. In addition, The promotion variable significantly influences consumers' decisions to buy. Respondents considered that the various promotions used by TikTok Shop really attracted customers to make purchase decision at TikTok Shop. Meanwhile, Decisions about what to buy are not significantly influenced by the service quality variable. This is because the respondents did not really consider the importance of service quality, because online shopping is practical and easy to use. Furthermore, consumers' decisions to buy are significantly influenced by price, promotion, and service quality all at the same time. This demonstrates how tiktok shop's price, promotions, and level of customer service can sway customers' decisions to buy from other online retailers.

6. Implications

This research has an impact on marketing strategies in e-commerce, providing insight or reference to customers, determining marketing strategies that can be adopted by marketers in marketing their products or services on e-commerce platforms.

7. Research Limitations

We realized that, there are some limitations in this study, such as:

- a. Tiktok shop has been closed. It means that even though TikTok shop is closed, there are lessons to be learned that price is a factor that can be considered in marketing strategies on ecommerce platforms.
- b. The time is very limited in conducting this study
- c. This study only involves 4 variables, namely price, promotion, Quality Service to Purchasing Decisions, while there are many more variables that should be examined such as brand image, brand personality, and brand awareness.

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