


The Influence Of E-Service Quality And Price Discount On Purchasing Decisions In TikTok Shop In Bogor

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Article Info	ABSTRACT
Keywords: E-Service Quality, Price Discount, Tiktok Shop, Purchasing Decisions	This research examines the influence of e-service quality and price discounts on the purchasing decisions of TikTok Shop customers in Bogor. This research uses a quantitative descriptive method by distributing questionnaires via Google Form with purposive sampling, namely Tiktok Shop users as an online shopping platform for consumers in Bogor. The sample was taken using a purposive sampling method of 180 respondents. In analyzing the research data, SPSS 26 was used to calculate the results of the Multiple Linear Regression variable test, t-test, F test, and determination analysis. Based on the t-test, this research shows that e-service quality and price discounts positively affect Tiktok Shop customers' purchasing decisions. Based on the results of the F Test, e-service quality and price discounts significantly influence purchasing decisions at the TikTok Shop in Bogor. Based on the results of multiple regression analysis, the effect of e-service quality and price discount on purchasing decisions at the TikTok Shop in Bogor is only 51.7%. In comparison, the remaining 48.3% is influenced by other variables not examined in this research.
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INTRODUCTION

Progress in communication technology has been rapidly occurring since the start of the digital era. This era has changed human lifestyles and made them more dependent on electronic technology. One of the main results is the development of electronic commerce (e-commerce), which facilitates the sale and purchase of goods and services via the Internet [1][2]. E-commerce is a form of electronic commerce that allows individuals to transact online, overcoming the limitations of time and space that are usually obstacles in conventional business[3].

Thanks to technological advances, product buying, and selling transactions can now be carried out easily through e-commerce, where entrepreneurs take advantage of the high number of Internet users to run digital businesses. Competition in the e-commerce industry is increasingly fierce, pushing companies to develop innovative business strategies, including offering promotions such as free shipping, discounts, flash sales, and coupons. Several well-known companies, such as TikTok, Tokopedia, Bukalapak, Lazada, and Shopee, have adopted this strategy. One of the popular mobile applications in Indonesia is TikTok, from China, which

recently launched a new feature called TikTok Shop, expanding the scope of its services to e-commerce [4][5].

TikTok Shop offers a unique shopping experience through live streaming, enabling direct interaction between sellers and buyers, including online price negotiations via streaming video. This sales model has significantly impacted offline and other online store sales, so the government has made new regulations regarding TikTok Shop after banning it. TikTok Shop is one of Indonesia's growing and popular e-commerce marketplaces, providing various daily products such as food, clothing, shoes, cosmetics, accessories, household appliances, and other necessities at varying prices. By providing almost all consumer needs, the increasing number of TikTok Shop users is not surprising[6][7].

Customers can make buying and selling transactions on the TikTok Shop via their cellphones, selecting the desired products, including daily necessities. The TikTok Shop live streaming service has greatly impacted sales, especially with special discounts during live streaming, which are believed to influence consumer purchasing decisions. Even though TikTok Shop has an important role in e-commerce in Indonesia, there are many complaints from customers regarding features that are still not optimal, such as customer service, payments, discounts, limits on shopping cart contents, repeated live streaming, and other features, which may cause doubt in the purchase. Despite this, TikTok Shop continues to grow with positive user responses, thanks to the marketing strategies and technology used. Factors such as the quality of e-service and discount prices are the main considerations for consumers before deciding to shop online at the TikTok Shop or other marketplaces[8][9][10].

According to Tjiptono[11], purchasing decisions include consumer activities before making a transaction and using the product. Pride and Ferrell in Sangadji[12] divide the factors that influence consumer behavior into three groups: personal, psychological, and social factors. Sangadji and Sopiah[12] describe purchasing decisions as a process of combining knowledge to evaluate options and choose one of them. Zeithalm[13] state that purchasing decisions are influenced by consumers' fears and desires to buy. Kotler[14] and Mandey [15]explain that the purchasing decision is the stage where consumers purchase. According to Hasan in Hidayat & Lubis [16], the factors driving purchasing decisions involve several individuals, such as the initiator, influence, decision maker, buyer, and user. According to Kotler and Keller[17], there are six purchasing decision indicators: product selection, brand selection, marketing channel selection, purchase timing, purchase amount, and payment method. Today, purchasing decisions are influenced by cultural, environmental, family, and technological aspects, facilitating transactions inside and outside the home.

Online purchasing decisions are influenced by two main factors, namely e-service quality and discounts. These two factors can influence consumers' perceptions of value, trust, and loyalty to a platform or online seller. Electronic service quality is important in building customer trust and satisfaction. High-quality service includes speed of response, ease of navigation, transaction security, and responsive customer support. Customers who are satisfied with the service are more likely to make repeat purchases and recommend the platform to others.

On the other hand, price discounts are a significant driving factor in consumer purchasing decisions. They provide financial incentives, encouraging consumers to buy the products offered. In the context of TikTok Shop live streaming, special discount offers during live sessions can create urgency and increase consumers' desire to make an immediate purchase.

Santos[18] defines e-service quality as an overall evaluation from customers regarding the quality of excellent electronic services regarding customer experience in the online market. Wilson et al. [19] explain the quality of e-service from the extent to which the website can provide facilities for customers effectively and efficiently when shopping for products or services, purchasing, and even delivering products or services. Chase, Jacobs, and Aquilano [20] said that E-service quality was developed to evaluate a service from the Internet network. E-Service quality can be interpreted as an extension of a site to facilitate several activities such as shopping, purchasing, and distributing effectively and efficiently. E-service quality is important in creating perceived value online in the shopping environment. Consumers' perceived value is an evaluation by comparing the benefits they obtain from the services provided and the sacrifices they make to get the product.

Meanwhile, Zeithaml, Parasuraman, and Maholtra[21] define e-service quality or electronic service quality as the extent to which a website can facilitate consumer activities, including shopping, purchasing, and delivering products and services efficiently and effectively. Tjiptono[22] measures e-service quality indicators as follows: 1) Efficiency, 2) Reliability, 3) Fulfillment (guarantee), 4) Privacy, 5) Responsiveness, 6) Compensation, 7) Contact.

Next, the thing that influences purchasing decisions is price discounts. According to Kotler and Keller[17], price policy is very important in the marketing of a product because price is the only element of the marketing mix that provides income for the organization or company. So, it cannot be denied that price is important for companies to influence consumers and survive in competition. A price discount is a product's price reduction from the normal price within a certain period[23]. Fadillah and Syarif [24] state that discounts in the retail industry are often used by sellers to attract consumers to buy their products. The word "discount" on the product offered makes consumers tempted to buy it, so they think it is cheap. Discounts give consumers the perception that the price paid is cheaper than it should be, but consumers will feel trapped if it turns out the discount is just a trick by the seller to increase turnover.

The discount program is a pricing strategy that can influence consumer decisions and is also expected to impact the company positively. Changes in the price of a product are one of the important factors that can influence the demand and supply of products in a company. Price changes can create shifts in demand and supply of products so that companies can measure how much sensitivity demand and supply can occur due to these price changes. Also, what percentage of changes in demand and supply occur due to a one percent change in the price of the product? A decision where someone chooses one of several alternative options available[25].

The people of Bogor are a society whose daily lives are very busy with various activities, such as the people in Jabodetabek with their work at work, where some of them do not have time or lack the time to shop in person, so some of them are more interested in shopping online to meet their needs with several considerations. He is more effective, efficient, and practical without interrupting his work. By looking at the positive and negative sides of the TikTok shop, this research aims to determine and analyze whether there is an influence and, if so, how big the influence is. E-service quality and price discounts are important for customers' purchasing decisions at TikTok Shop at Bogor because e-service quality and price discounts are currently many considerations for consumers when deciding to buy a product.

METHOD

This research applies a quantitative descriptive method using a questionnaire to collect data related to three research variables: e-service quality and discount price are the independent variables, while purchasing decisions are the dependent variables. A quantitative descriptive approach is used to systematically describe the relationship between these variables. The methods used in this research include observation, questionnaires, documentation, and literature study. Observations were conducted to observe the TikTok Shop's consumer behavior and market dynamics. A questionnaire of 15 question items was distributed to respondents to measure their perceptions of e-service quality, discount prices, and purchasing decisions. Documentation is used to collect relevant secondary data, while literature studies are carried out to review literature related to the research topic in order to strengthen the theoretical foundation.

The population of this research is all people in Bogor who have shopped using the TikTok Shop. The research sample consisted of 180 people selected using a purposive sampling technique, where the respondents selected were those who had used TikTok Shop as an online shopping platform. According to Hair et al.[26], the ideal sample size is a minimum of 100 respondents or more. As a general rule, the minimum sample size should be five times larger than the number of question items analyzed, with an ideal ratio of 10:1. Therefore, with 15 question items, the minimum sample size required is 190 respondents.

The data analysis techniques used include descriptive analysis and regression analysis. Descriptive analysis describes the characteristics of respondents and the distribution of questionnaire answers. Regression analysis measures the influence of the independent variables (e-service quality and discount price) on the dependent variable (purchasing decisions). The multiple linear regression model will predict how much change influences the value of purchasing decisions regarding e-service quality and discount price. The research procedure begins with developing a questionnaire based on the indicators of each research variable. The questionnaire was distributed to 180 respondents who met the purposive sampling criteria. After the questionnaire is collected, the data will be checked for completeness and validity, and reliability tests will be carried out to ensure the consistency and accuracy of the measuring instrument. Valid and reliable data will be analyzed using statistics.

RESULT AND DISCUSSION

In this research, after the data was declared valid and reliable through validity and reliability tests, a multiple linear regression test was carried out to determine how much influence the independent variables, e-service quality, and price discount have on purchasing decision variables at the TikTok shop in Bogor. The analysis was carried out using the SPSS Statistics 26 for Windows program.

Table 1. Regression Results

Coefficients			
Unstandardized Coefficients			
Model		B	Std. Error
1	Constanta	34,997	4,285
	<i>E-service quality_ X1</i>	,720	,163
	<i>Price Discount_X2</i>	,715	,151

a. Dependent Variable, Purchase Decision (Y)

Table 1 shows that the regression coefficient for the e-service quality variable is 0.720. This means that if the other independent variables remain constant and the e-service quality variable increases by 1%, then purchasing decisions at the TikTok Shop will increase by 0.720. Meanwhile, the regression coefficient for the price discount variable is 0.715. This means that if other independent variables remain constant and price discounts increase by 1%, then purchasing decisions at the TikTok Shop will increase by 0.715.

The partial test is used to determine individually the influence of the e-service quality and price discount variables partially whether they have a significant effect or not on the purchasing decision variable at the TikTok shop in Bogor.

Table 2. T Test Results

Model		Q	Sig
1	Constant	5,678	,000
	<i>E-service quality_ X1</i>	3,175	,018
	<i>Price discount_X2</i>	3,235	,029

b. Dependent Variable, Purchase Decision (Y)

Based on the table above, it can be seen that the calculated t value for the e-service quality variable is 3.175 > t table 1.675 with a sig value of 0.018 < 0.05, meaning that e-service quality has a partial and significant positive effect on purchasing decisions. The calculated t value for the price discount variable is 3.235 > from the t table 1.675 with a sig value of 0.029 < 0.05, meaning that price discounts have a partial and significant positive effect on purchasing decisions.

The F test is used to simultaneously determine the influence of the independent variables, namely e-service quality and price discount, on the dependent variable, namely purchasing decisions at the TikTok shop in Bogor.

Table 3. F test ANOVA

Model		Sum of Squares	Df	Mean of Squares	F	Sig
1	Regression	446,840	20	22,342	3,347	,026
	Residual	1,063,680	160	6,648		
	Total	1510,520	180			

Based on the table above, it is known that F count is 3.347 > F table value 2.51 and the significance value is 0.026 < 0.05 so it can be interpreted that there is a simultaneous influence of the independent variable on the dependent variable, so it can be concluded that simultaneously e-service quality and price discount have a positive effect and significant impact on purchasing decisions at the TikTok shop in Bogor.

Table 4. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.767a	.517	.512	2,758

a. Predictors: (Constant), *e-service quality_X1*, *price discount_X2*

b. Dependent Variable: *buying decision_Y*

Based on the table above, the coefficient of determination value is 0.51. This can be interpreted as meaning that 51.7% of purchasing decisions are influenced by e-service quality and price discounts and the remainder is influenced by other factors not examined in this research.

Discussion

E-service quality, or the quality of electronic services, significantly influences purchasing decisions at the TikTok Shop in Bogor. The research results show that using an easy-to-use website or application with intuitive navigation will increase consumer comfort in shopping. Consumers tend to make purchases more often if they can find products, fill in information, or complete transactions. Apart from that, reliability also plays an important role. Reliability refers to how consistent and accurate the information provided and the performance of the site or application. Suppose consumers feel that the product information displayed is accurate and there are no interruptions during the purchasing process. In that case, they will have more trust and be more likely to purchase.

Furthermore, service speed is a crucial factor. Speed in loading pages, processing orders, and shipping products is critical. Consumers value efficiency and fast service, which can increase satisfaction and the decision to repurchase in the future. Security is also a vital aspect of e-service quality. The protection of personal data and payment information is a critical factor. Consumers need to feel secure that their information will not be misused. A high level of security will increase consumer confidence and encourage them to purchase. Customer support also influences purchasing decisions. Responsiveness and availability of customer support are critical. Consumers who can easily contact customer service and get help when needed will feel more comfortable and confident in their transactions.

The research conducted shows that the regression coefficient for the e-service quality variable (X1) is 0.720. This means that every 1% increase in e-service quality, assuming other variables remain constant, will increase purchasing decisions (Y) by 0.720. The size of this coefficient indicates the strong and significant influence of e-service quality on purchasing decisions. Many studies show that good e-service quality increases consumer trust and satisfaction, improving purchasing decisions. For example, large e-commerce sites such as Amazon or Alibaba manage to retain their customers through high service quality. At TikTok Shop, especially in Bogor, consumers who experience an easy, fast, safe shopping experience and get good customer support will be more inclined to buy products. Positive feedback from consumers regarding e-service quality improves the platform's reputation and attracts more buyers.

Price discounts significantly influence purchasing decisions at the TikTok Shop in Bogor. The research results reveal that price discounts influence consumers' perceptions of product value. When consumers see a price discount, they tend to feel that they are getting more value for their money, which can encourage them to purchase. Apart from that, price discounts can also create a sense of urgency among consumers. Time-limited or quantity discounts encourage consumers to make purchases immediately so they do not lose the opportunity to get a cheaper price.

The research shows the regression coefficient for the price discount variable (X2) is 0.715. This means that every 1% increase in price discount, assuming other variables remain constant, will increase purchasing decisions (Y) by 0.715. The size of this coefficient indicates the strong and significant influence of price discounts on purchasing decisions. Empirical data also supports the significant influence of price discounts on purchasing decisions. Many studies show that consumers prefer to buy discounted products, even if they do not plan.

Research findings indicate that around 51.7% of the variation in purchasing decisions at the TikTok Shop in Bogor can be explained by the e-service quality and price discount factors examined in this research. In other words, more than half of the variation in purchasing decisions can be directly attributed to the quality of e-services and price discounts offered by TikTok Shop. However, the variables examined in this research cannot explain the remaining 48.3% of the variation in purchasing decisions. Other factors not examined or not included in the regression model may cause this variation. For example, a consumer's preferences, economic situation, or certain environmental factors may significantly influence purchasing decisions but are not considered in the analysis. Thus, even though e-service quality and price discounts are important factors and have a significant influence, other factors still play a role in shaping consumer purchasing decisions. Therefore, these results show the importance of prioritizing and considering factors that influence consumer behavior holistically in designing marketing and pricing strategies on e-commerce platforms such as the TikTok Shop in Bogor. By understanding the factors contributing to purchasing decisions, companies can optimize their strategies to increase product appeal and consumer satisfaction.

CONCLUSION

Based on research findings, e-service quality and price discounts significantly influence consumer purchasing decisions at TikTok Shop Bogor. Important aspects of e-service quality, such as ease of use, reliability, speed of service, security, and customer support, influence the online shopping experience. Meanwhile, price discounts create added value and a sense of urgency that encourages purchases. Despite this, approximately 48.3% of the variation in purchasing decisions cannot be explained by the factors studied, such as consumers' personal preferences and environmental factors. Therefore, companies must consider various factors influencing consumer behavior in designing marketing and pricing strategies. By understanding these factors, they can improve product appeal, consumer satisfaction, and their position in the e-commerce market.

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