

## The Influence of Price, Product Quality, and Content Marketing, on Purchasing Decisions in Tiktok Shop E-Commerce (Case Study on Wiraraja University Students, Sumenep)

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### ABSTRACT

TikTok launched the TikTok Shop feature so that it can continue its mission to make its users happy by making shopping easy without the need to switch software. This research aims to determine the contribution of price, product quality and content marketing to purchasing decisions at the TikTok Shop (case study of Wiraraja University students. To answer this problem, the type of research used is a quantitative method with 80 respondents taken, sampling technique using *purposive sampling* by distributing questionnaires. The data analysis techniques used are descriptive statistical tests, research instrument tests (validity and reliability tests), classical assumption tests (normality, heteroscedasticity, multicollinearity and linearity tests), multiple linear regression equation tests and hypothesis tests (t test), F test, coefficient of determination). The results of this research show that product quality and content marketing influence purchasing decisions at TikTok Shop according to the t test which states that partially product quality and marketing content have a significant influence on purchasing decisions, while price partially has no influence on purchasing decisions.

**Keywords:** *Content Marketing; Price; Product Quality; Purchase decisions*

### INTRODUCTION

As we know, technology is currently very developed, many activities are carried out using sophisticated technology. One of them is buying and selling, buying and selling is an activity carried out in everyday life, whether from buying and selling basic necessities or other buying and selling. Apart from increasing levels of consumption, most people want convenience when buying the goods, they need. From this, a lot of e-commerce has emerged which makes things easier for consumers.

The existence of various types of e-commerce provides benefits to consumers, one of which is that it can save time for shopping, because consumers don't need to go to the store to buy what the consumer wants and can simply use the e-commerce platform. Buyers can also shop anytime and anywhere without time limits. Buyers can also compare the quality of goods or prices on e-commerce, because on the e-commerce platform there are many shops they can choose from. Buyers can also buy the goods they want from areas far from where the consumers live.

However, with the increasing number of e-commerce companies competing to offer the best offers, consumers are also getting smarter in their choices. They not only look at the price offered, but also the quality of the product, the company's reputation, and the customer service provided. E-commerce companies must also continue to innovate in improving the online shopping experience for consumers. Some of the innovations carried out include the use of artificial intelligence technology to provide product recommendations that suit consumer interests, the use of chatbots to provide



customer service quickly and efficiently, and the development of mobile applications that make it easier for consumers to carry out transactions anytime and anywhere.

One application that is very popular in Indonesia is the TikTok application. Today's people are already familiar with the TikTok application. application originating from China. The TikTok application has launched a TikTok Shop feature. TikTok shop is an application for buying and selling on cell phones easily and very quickly. TikTok shops offer a variety of products ranging from fashion products, skincare, to necessities needed in everyday life. TikTok shop makes it easier for users without having to open the website via a computer. TikTok shop has provided facilities for sellers to sell easily and provides buyers with a very safe payment process.

## **LITERATURE REVIEW**

### **Price**

Kotler and Armstrong (2012:430) "price is the amount of value exchanged by consumers for the amount of benefits when owning or using a product or service. Lupiyoadi "price is the benefit of the service that comes with the service over the various costs (casualties) of consuming the service. These costs can be time to sacrifice service, physical activity ( energy spent on service).

### **Product quality**

According to the American *Society For Quality Control*, quality is the overall characteristics and properties of a product or service that influence its ability to satisfy stated or implied needs. According to (Sudaryono 2014, 354) says that: "Product quality is something that can be offered to the market for attention, ownership, use, or consumed so as to satisfy wants and needs."

### **Content marketing**

As stated by Pulizzi (2013), the meaning of content marketing is: "Content marketing is the marketing and business process for creating and distributing valuable and compelling information content to attract, acquire, and engage a clearly defined and understood target audience with the objective of driving profitable customer action." Which is translated as follows: "Content marketing is a business carried out through a marketing process to create, distribute, engage and attract target audiences in an appropriate and easy to understand audience with the aim of encouraging profitable consumer action by obtaining information."

### **Purchase Decision**

Purchasing Decisions are the process of a systematic approach to a problem, collecting and analyzing data and information, developing and selecting alternatives, as well as implementing actions whose aim is to improve unsatisfactory conditions. According to (Danang Sunyoto 2015, 80) says that: "Purchasing decisions are a cognitive process that unites memory, thinking, information processing and overall judgments. *evaluative*".

## **RESEARCH METHODS**

In this research, the type of research used is quantitative research, where the variables are measured in numerical form and the analysis is in statistical form. Quantitative research methods are research methods based on the philosophy of positivism, to research populations/samples, data collection using research instruments, quantitative/statistical data analysis with the aim of testing predetermined hypotheses, generalizing research results. The population in this research plan is Wiraraja University students who use TikTok Shop for online shopping, the number of which is not known for certain and can be said to be in the infinite category.

The sample for this research was taken from several Wiraraja University students whose number cannot be known with certainty, so the author used the formula (Roscoe,

1975 in Wibisono A., 2018) which is determined in multivariate research (correlation or multiple regression) at least 10 x of the total variables. In this study there are 4 variables (3 independent variables + 1 dependent variable) which are multiplied by 20, so the number of samples and respondents in this study is 4 x 20 = 80 respondents. The sampling method in this research uses techniques *purposive sampling* by determining based on the criteria that have been determined by the researcher, namely:

1. Wiraraja University students who have made purchases at TikTok Shop minimum 1 time.
2. Wiraraja University students with a minimum age of 19 years and a maximum age of 30 years.

This type of research uses subject data and documentary data, subject data is data in the form of opinions, attitudes, experiences or characteristics of someone who has purchased on the site *Online* TikTok. Meanwhile, documentary is data related to archives of an event that has been researched. The data sources in this research use primary data and secondary data. The methods used in collecting data in this research were observation, interviews and questionnaires. Researchers used questionnaires to obtain respondent data by distributing questionnaires to obtain respondents.

### **Data analysis technique**

#### **1. Data Quality Test**

##### **a. Validity test**

Validity Test is used to measure whether questionnaire data is valid or invalid.

##### **b. Reliability test**

Validity test is a number that shows the consistency of a measuring instrument in measuring the same object.

#### **2. Classic Assumption Test**

##### **a. Normality test**

The Normality Test is to find out whether the data obtained is a normal distribution or not.

##### **b. Multicollinearity Test**

The multicollinearity test aims to test whether a regression model finds a significant correlation or relationship between the independent variables.

##### **c. Heteroscedasticity Test**

The Heteroscedasticity Test aims to test whether inequality occurs in the regression *variance* from *residual* one observation to another observation.

##### **d. Autocorrelation Test**

The Autocorrelation Test aims to test whether in the linear regression model there is a correlation between confounding errors in period t and errors in period t-1 (previous).

##### **e. Linearity Test**

The Linearity Test is used to determine whether the independent variable and dependent variable have a linear relationship or not.

#### **3. Multiple Linear Regression Test**

To find the influence of two or more independent variables on the dependent variable. The model of the relationship between various variable values can be arranged into the following equation:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

#### 4. Hypothesis Testing

##### a. Partial Test (t Test)

The t test aims to determine whether the independent variable or independent variable (X) partially (individually/individually) has an effect on the dependent variable or dependent variable (Y).

##### b. Simultaneous Test (F Test)

The F test aims to determine the significant level of influence of the independent variables (X) together (simultaneously) on the dependent variable (Y).

##### c. Coefficient of Determination R<sup>2</sup>

Coefficient of determination R<sup>2</sup> used to measure how far the model's ability to explain variations in the dependent variable.

### RESEARCH RESULTS AND DISCUSSION

#### 1. Influence *Price* Against Purchase Decisions At *E-commerce TikTok Shop*

Based on the results of data analysis using hypothesis testing in research conducted by the researchers above regarding influence *Price* Regarding purchasing decisions using the partial test or t test. Following are the results of the t test.

**Table 1 T test Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error				Beta	Tolerance
(Constant)	3.561	2.473		1.440	.154		
x1	.138	.089	.14	1.543	.127	.9	1.018
x2	.033	.046	.23	2.032	.046	.8	1.211
x3	.335	.071	.47	4.741	.000	.8	1.215

a. Dependent Variable: y

Source: Primary Data SPSS Output Results for 2023

If seen based on the sig value. for the influence of X1 on Y is 0.127, which means that  $0.127 > 0.05$  and the calculated T value is 1.543. So we can draw a conclusion that there is no influence from variable X1 on variable Y.

#### 2. Influence *Product Quality* Against Purchase Decisions At *E-commerce Tik Tok Shop*

Based on the results of data analysis using hypothesis testing in research conducted by the researchers above regarding influence *Product Quality* Regarding purchasing decisions using the partial test or t test. Following are the results of the t test.

**Table 2 T test Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error				Beta	Tolerance

(Constant)	3.561	2.473		1.440	.154		
x1	.138	.089	.141	1.543	.127	.983	1.018
x2	.093	.046	.203	2.032	.046	.826	1.211
x3	.335	.071	.477	4.741	.000	.826	1.215

a. Dependent Variable: y

Source: Primary Data SPSS Output Results for 2023

If seen based on the sig value. for the influence of X2 on Y is 0.46, which means that  $0.46 < 0.05$  and the calculated T value is 2.032. So we can draw a conclusion that there is an influence from variable X2 to variable Y.

### 3. Influence Content Marketing Against Purchase Decisions At E-commerce Tik Tok Shop

Based on the results of data analysis using hypothesis testing in research conducted by the researchers above regarding influence Content Marketing Regarding purchasing decisions using the partial test or t test. Following are the results of the t test.

**Table 3 T test Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	3.561	2.473		1.440	.154		
x1	.138	.089	.141	1.543	.127	.983	1.018
x2	.093	.046	.203	2.032	.046	.826	1.211
x3	.335	.071	.477	4.741	.000	.826	1.215

a. Dependent Variable: y

Source: Primary Data SPSS Output Results for 2023

If seen based on the sig value. for the influence of X3 on Y is 0.000, which means that  $0.000 < 0.05$  and the calculated T value is  $4.741 > 2.021$ . So we can draw a conclusion that there is an influence from variable X3 to variable Y.

### 4. Influence of Price, Product Quality and Content Marketing on Purchase Decisions On E-commerce Tik Tok Shop

Based on the results of data analysis using hypothesis testing in research conducted by the researchers above regarding the influence of price, product quality and content marketing on purchasing decisions using the simultaneous test or F test. Following are the results of the F test.

**Table 4 F test**

**ANOVA<sup>a</sup>**

	Model Squares	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	101.261	3	33.754	15.042	.000 <sup>b</sup>
	Residual	170.539	7	2.244		
	Total	271.800	10			

a. Dependent Variable: y

b. Predictors: (Constant), x3, x1, x2

Source: Primary Data SPSS Output Results for 2023

Based on the table presented in the table above, the research output results on the sig value for the influence of X1, So we can draw a conclusion that there is an influence from variable X to variable Y.

Based on the results of data analysis using hypothesis testing, the influence of price on purchasing decisions at the TikTok Shop e-commerce platform was examined. The t-test results show that the significance value for the influence of price (X1) on purchasing decisions (Y) is 0.127, which is greater than 0.05, and the calculated t-value is 1.543. This indicates that there is no significant influence of the price variable on purchasing decisions. Consumers are less concerned about price when the product quality meets their expectations, reflecting their satisfaction with the product's quality over its price.

Conversely, the influence of product quality on purchasing decisions at the TikTok Shop was also analyzed. The t-test results reveal that the significance value for the influence of product quality (X2) on purchasing decisions is 0.046, which is less than 0.05, and the calculated t-value is 2.032. Therefore, it can be concluded that product quality significantly influences purchasing decisions. Higher product quality positively impacts customers' purchasing behavior, underscoring the importance of maintaining high standards for products sold online.

Additionally, the impact of content marketing on purchasing decisions was assessed. The t-test results indicate that the significance value for the influence of content marketing (X3) on purchasing decisions is 0.000, which is less than 0.05, and the calculated t-value is 4.741, which is greater than the threshold of 2.021. This signifies that content marketing has a significant influence on purchasing decisions. Effective content marketing can attract consumer attention and drive purchase behavior, demonstrating the power of good marketing content in shaping consumer perspectives.

Furthermore, the combined influence of price, product quality, and content marketing on purchasing decisions was evaluated using the F-test. The results show that the significance value for the collective influence of these variables on purchasing decisions is 0.000, indicating a significant overall effect. The F-test results suggest that price, product quality, and content marketing together positively influence purchasing decisions, highlighting the multifaceted nature of consumer behavior and the importance of these factors in e-commerce.

In conclusion, this research implies that online retailers, particularly those on platforms like TikTok Shop, should prioritize high product quality and effective content marketing strategies to enhance consumer satisfaction and influence purchasing decisions. While price alone may not significantly impact purchasing decisions, the combined effect of price, quality, and content marketing is crucial. Therefore, businesses should focus on maintaining product excellence and creating engaging marketing content to attract and retain customers, ultimately driving purchase behavior and ensuring long-term success in the competitive e-commerce landscape.

## CONCLUSION

The price variable has no significant influence on purchasing decisions. When the goods match consumer expectations, consumers don't care about the price because they are satisfied with the quality of the product. Conversely, product quality variables have a significant influence on purchasing decisions. This is because the higher the quality of the products sold in online shops, especially the TikTok Shop, the greater the impact on customers' purchasing decisions. Content marketing variables also influence purchasing decisions; if the content is good, it can attract consumers' attention to make a purchase. Thus, it can be concluded that content marketing can shape consumers' perspectives on purchases. The results of the simultaneous F test show that price, product quality, and content marketing collectively influence purchasing decisions, indicating that these factors positively impact purchasing behavior. The magnitude of influence from price, product quality, and content marketing on purchase decisions is 37.3%, suggesting that these factors account for 37.3% of the variation in purchasing decisions. Meanwhile, the remaining 62.7% is influenced by other variables not included in this research.

The implications of this research suggest that online retailers, particularly those on platforms like TikTok Shop, should focus on maintaining high product quality and leveraging effective content marketing strategies to enhance consumer satisfaction and influence purchasing decisions. While price remains a less significant factor when consumers perceive high quality, the combined effect of price, quality, and content marketing still plays a crucial role in driving purchases. Therefore, businesses should prioritize product excellence and create engaging marketing content to attract and retain customers.

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