



Determinants of Buying Interest in The Tiktok Shop Marketplace

Assyifa Shafira Ramadhini¹, Rina Sugiarti², Sri Kurniasih Agustin³

^{1,2,3}Universitas Gunadarma

Email: assyifaramadhini@gmail.com

Abstract

The existence of technological advances in the current economy is evidenced by the creation of marketplaces or online stores that can be accessed anytime, anywhere. TikTok Shop is one of the marketplaces that sells a variety of products to meet needs easily and quickly. The purpose of this study is to analyze the factors that affect buying interest in the TikTok Shop marketplace. The sampling method uses non-probability sampling with accidental sampling technique. The data source is primary data obtained by distributing questionnaires to 110 respondents which is measured through several indicators from each related variable. The test stages carried out are validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, F test and t test. The results showed that the electronic word of mouth variable had no effect on buying interest, while the price discount variable, online customer review, and trust had an effect on buying interest. Based on the results of the F Test, it shows that the variables electronic word of mouth, price discount, online customer review, and trust have a simultaneous effect on buying interest in the TikTok Shop marketplace. The variable that has the most dominant influence on buying interest is the belief variable.

Keywords: Electronic Word of Mouth, Online Customer Review , Price Discount, Trust

Introduction

Technological advances in the field of information and communication today have led to an increase in internet usage from year to year. The existence of the internet has provided great changes in various fields, one of which is in the business field, namely the marketplace. Marketplace companies rely heavily on the use of the internet in marketing their products so that they are easier to access and be known by the public.

The emergence of the current marketplace has resulted in people tending to shop online more often than visiting offline stores because online shopping is considered more practical, easy and time-saving. For business companies, this trend must be utilized as well as possible so that sales can increase. Currently, there are so many marketplaces that sell various kinds of necessities starting from the categories of fashion, beauty, electronics, to household needs.

Currently, the most talked about application is Tiktok. Tiktok is one of the applications that has many interesting features to express yourself so that it has managed to attract the attention of various groups ranging from children to adults. Tiktok began to be known by the Indonesian people in 2018 and experienced a rapid increase during the 2019 Covid pandemic. The existence of a liveseller or live broadcast feature used by sellers in marketing their products is one of the marketing factors that can accelerate sales. The success of Tiktok Shop cannot be separated from the efforts made by businessmen to market their products to consumers. One of the efforts that Tiktok Shop can make to survive in the midst of other marketplace competition is to increase factors that can affect consumer buying interest. Buying interest is a consumer behavior that indicates the extent to which consumers decide to buy a product. Arousing consumer buying interest is an important factor because it can attract consumers to make decisions in making purchases and benefit the company.



Marketplace is a business model where a website not only promotes products but also bridges online transactions between sellers and buyers without having to meet in person (Dwiyano, 2020). Meanwhile, according to (Akbar and Alam, 2020) a marketplace is a website or web or online application that facilitates the process of buying and selling various stores. With the TikTok Shop marketplace, everyone can buy and sell easily, quickly and cheaply because there are no restrictions on space, distance and time. From the definition above, it can be concluded that a marketplace is an activity carried out by companies or business people and consumers in buying, selling, and promoting a product using the internet or social media.

According to (Stevina, et al., 2015) buying interest is the tendency to buy a brand and in general is based on the suitability between the purchase motive and the attributes or characteristics of the brand. Buying interest can be measured through the likely dimension, namely the consumer's purchase plan for a product, definitely would refer to the consumer's certainty in a product, and probable refers to the likelihood of consumers buying a product. Buying interest is a situation where consumers have a sense of wanting to buy a product because of several factors such as consumers are already looking for information about a product, consumers feel suitable for the prices and discounts offered by the seller, and the advantages of the product to be purchased. According to (Ferdinand, 2014) there are several indicators of buying interest, namely: referential interest, preferential interest, and exploratory interest.

Consumer buying interest can be interpreted as a purchase intention that reflects the consumer's desire to buy a product (Kim et al., 2020). According to (Sardana et al., 2021), purchase intention is the attitude of consumers in responding to goods (products/services) that show the consumer's desire to make a purchase of the goods. According to (Ferdinand, 2016) consumer buying interest can be interpreted as buying interest that reflects the consumer's desire and desire to buy a product.

The emergence of buying interest in consumers is one of the factors is to find information about reviews of goods or services to be purchased. Reviews or comments made by consumers after using a good or service can be in the form of information that contains positive or negative comments. This can be called an electronic word of mouth which can help to arouse consumer buying interest. According to (Sari and Pangestuti, 2018) the existence of electronic word of mouth makes communication between producers and consumers easier and in accordance with the development of the current era. e-WOM is one of the suitable ways to create consumer buying interest.

Consumers will feel interested in the product and have the intention to buy, one of which can be by looking for information through electronic word of mouth activities. According to (Priansa, 2017) e-WOM is a unique phenomenon in the world of communication, especially in marketing communication where each individual can exchange or share information from personal experiences, both positive and negative experiences that have been experienced through social media online. Electronic word of mouth (e-WOM) or viral marketing is marketing using the internet to create a word-of-mouth news effect as a form of business support and the purpose of marketing (Kotler and Keller, 2016). The existence of e-WOM will have a positive impact and has a good opportunity for business people because the comments written can be input for sellers in product quality, promotions, and others. The e-WOM indicator according to Goyette, et. al. (2012) are: Content Intensity, Positive Opinion and

Negative Opinion. The results of previous research by (Handika Wisnu, et al. 2021) prove that electronic word of mouth has an effect on buying interest.

Based on the explanation of electronic word of mouth (E-WOM) activities and Buying Interest above, the first hypothesis is as follows:

H1: Electronic word of mouth affects Buying Interest

Factorsthat can affect consumer buying interest are price discounts or discounts. Consumers will be interested in choosing and buying products considering the price. With discounts or discounts, consumers will be more interested in the products offered. Discounts are price adjustments for customers to certain reactions such as early bill payments, purchase volumes, and off-season purchases (Kotler & Armstrong, 2018).

According to (Colicev, 2022) a price discount is the price given by the seller to consumers due to certain activities and can attract consumers' buying interest in a product/service. Discounts can also encourage consumers to make purchases in large quantities and encourage consumer buying interest in a limited period of time (Singh et al., 2022). For consumers who are looking for a certain product/service and know that the desired product has a discount, it will cause satisfaction and pleasure. Discount is a price set by the seller to consumers with the aim of pleasing consumers so that they are interested in purchasing the product/service sold. Price discount indicators according to Sutisna in Agus and Diana (2019) are: the amount of the discount, the discount period, and the type of product that gets the discount.

Price discount or better known as discount is a form of sales promotion applied by marketers in offline and online stores that are shown to consumers. The discount is applied in the form of reducing the nominal amount of money that is deducted from the normal price of the product. Price discounts are a form of price reduction carried out by marketers to attract attention and stimulate consumers' desire to get products (Sonata, 2019). According to (Colicev, 2022) a price discount is the price given by the seller to consumers due to certain activities and can attract consumers' buying interest in a product/service. Discounts can also encourage consumers to make purchases in large quantities and encourage consumer buying interest in a limited period of time (Singh et al., 2022). For consumers who are looking for a certain product/service and know that the desired product has a discount, it will cause satisfaction and pleasure. The results of previous research by (Chando Steven, Valentine, 2021) prove that discounts have a significant influence on buying interest.

Based on the explanation of Price discount and Buying Interest above, the second hypothesis is as follows:

H2: Price discount affects Buying Interest

Online customer review (OCR) is a review given by customers related to the evaluation of goods from various aspects such as the quality of the goods or the customer experience when buying goods (Li et al. 2015). Online customer reviews are included in the Electronic Word of Mouth (e-WOM) section, where opinions are sourced directly from consumers and not from advertisements. Consumers will look for information about the product to be purchased to



reduce unwanted things such as fraud. The search for information can be seen from reviews or reviews contained on the page of the store you want to visit.

Consumers will look for information in advance about the product that will be purchased with the aim of reducing losses or fraud from sellers. Information about the product can be seen from reviews or reviews of previous consumers who have made transactions on the store site they want to visit online. The existence of online customer reviews can trigger consumer buying interest in these products.

According to (Hidayati, 2018) online customer reviews are reviews or reviews of consumers who have previously bought products at online stores so that other consumers can find out information about the products they want. Online customer reviews also have a function as a tool in decision-making and a mechanism for feedback provided by consumers (Kanitra, 2018). The indicators of online customer reviews according to Dzulqarnain (2019) are as follows: Perceived Usefulness, Source Credibility, Argument Quality, Valence and Number of Reviews The results of previous research by (Gabriela, Yoshua, et al. 2022) prove that online customer reviews have a positive and significant influence on buying interest.

Based on the explanation of OCR and Buying Interest activities above, the third hypothesis is as follows:

H3: Online customer reviews affect Buying Interest

Trust is defined by all the knowledge possessed by consumers and all the conclusions formed by consumers regarding their objects, attributes, and benefits (Mowen and Minor, 2012). A consumer will decide to make a transaction based on trust in the intended store, especially by shopping through the internet where consumers cannot directly touch the material and can only see the product through photos and videos. Trust is the most important factor in any online purchase. Trust can also be a sign of whether the marketplace will succeed or fail in the future, therefore the marketplace must build a high level of trust in order to attract consumers to continue transacting in stores on Tiktok.

According to (Firmansyah, 2018) consumer trust is consumer knowledge about an object, attribute or benefit related to a product. Product attributes themselves are a characteristic contained in a product. Buyer trust or consumer experience regarding trust in a product and there are benefits or uses of these attributes (Surdaryono, 2016). Trust is based on the common interest, not only consumers but also sellers. Consumers will strive to get the products they need while sellers will strive to earn a profit on the products that have been sold. Trust is very important in product marketing and purchasing. Trust will provide benefits for sellers and consumers who make transactions in every product purchase. The indicators of trust according to Badir and Andjarwati (2020) are as follows: Ability, Benevolence, and Integrity. The results of previous research by (Eka Syarifah, Karyaningsih. 2021) prove that trust has a significant influence on buying interest.

Based on the explanation of trust and Buying Interest above, the third hypothesis is as follows:

H4: Beliefs affect Buying Interest

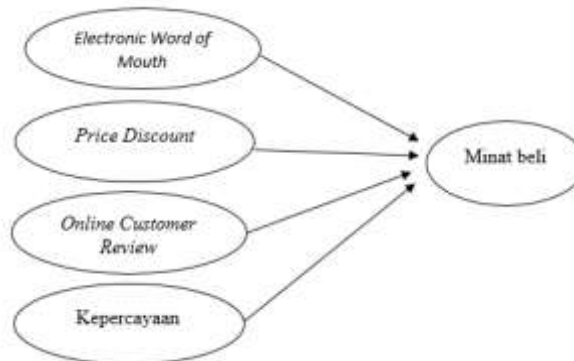


Figure 1 Research Model

Method

In this study, the selected respondents are people who live in Greater Jakarta and are consumers who have a desire to make purchases at TikTok Shop. The sampling method uses non-probability sampling with accidental sampling technique. The data source is in the form of primary data obtained by distributing questionnaires to 110 respondent respondents which are measured through several indicators from each related variable. Data analysis using multiple linear regression with the test stages carried out are validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, F test, and t test with SPSS software tools.

Results and Discussion

The test carried out in the early stages is a validity and reliability test. The test results showed that all were valid and reliable (with a value of Cronbach Alpha coefficient > 0.6). Similarly, the classical assumption test as a prerequisite for multiple regression analysis, has been fulfilled so that the estimation of parameters and regression coefficients is not biased. Based on the F test, the results were obtained that the variables used in the study were suitable for inclusion in the research model and the regression model could be used to predict the dependent variable (sig. zero value). The results of the partial hypothesis test can be seen in Table 1:

Table 1: Hypothesis Test Results

Hypothesis	Estimation	t	Sig
E-WOM	0.037	0.387	0.700
Price Discount	0.219	2.131	0.035
OCR	0.200	0.329	0.022
Trust	0.500	5.478	0.000

a. Dependent Variable: Buying Interest

Data Source: Data processed by SPSS



Based on Table 1, it can be seen that from the hypotheses tested, there is 1 hypothesis (H1) that has no effect, while the other hypotheses (H2, H3 and H4) have a significant effect on Buying Interest. In hypotheses that do not have a significant effect, the significance value is greater than 0.05. Based on these results, it can be concluded that the hypothesis that states about the positive influence of E-wom on buying interest (H1) is not significantly supported. The hypothesis that is significantly supported has a probability value of less than 0.05. Thus, it can be said that there is a positive influence of Price Discount on Buying Interest (H2), there is a positive influence of OCR on Buying Interest (H3), and there is a positive influence of Confidence on Buying Interest (H4). This description shows empirically the fulfillment of this research hypothesis, namely H2, H3 and H4.

The Effect of Electronic Word of Mouth on Buying Interest

Based on the results of the t-test, it shows that electronic word of mouth (X1) has no effect on buying interest (Y) on the TikTok Shop marketplace. This means that the existence of electronic word of mouth has not been able to arouse buying interest in a product due to the quality of arguments or the lack of benefits felt by previous consumers who have bought a product so that it cannot influence other consumers in buying interest in the product. The results of this study are in line with the results of research conducted by (Sophia M. B., et al. 2022) who said that electronic word of mouth has no effect on buying interest. The results of this study are not in line with the results of research conducted by (Komang Ayu, et al., 2020) who said that electronic word of mouth has a significant effect on buying interest.

The Effect of Price Discount on Buying Interest

Based on the results of the t-test, it shows that price discount (X2) has an effect on buying interest (Y) on the TikTok Shop marketplace. This means that TikTok Shop provides many discounts for various types of products sold so that it raises a sense of consumer interest in shopping. The amount of discounts given by TikTok Shop varies from free shipping, discounts of 26% to 78% according to the product chosen. The greater the discount given, the higher the consumer's buying interest in the products sold on TikTok Shop. Tiktok Shop also provides discounts with a long period of time and provides discounts for various products. The results of this study are in line with the results of research conducted by (Adam Faritzal, et al. 2023) who said that price discounts affect buying interest. The results of this study are not in line with the results of research conducted by (Dyajeng Puteri, et al., 2021) who said that price discounts do not have a significant effect on buying interest.

The Influence of Online Customer Reviews on Buying Interest

Based on the test results, it shows that online customer review (X3) has an effect on buying interest (Y) on the TikTok Shop marketplace. This means that the existence of online customer reviews on the TikTok Shop marketplace makes it easier for consumers to find information about the advantages and disadvantages of a product based on experiences and reviews from other consumers who have previously bought the product, in other words, the existence of online customer reviews affects consumers' buying interest in deciding to buy a product. The number of positive reviews will also affect the reputation of the product so that



these reviews have the potential to attract more consumers to buy the store. The results of this study are in line with the results of research conducted by (Eka Syarifah & Karyaningsih, 2021) which said that online customer reviews have an effect on buying interest. This is also supported by the results of research (Gabriela, et al., 2022) which say that online customer reviews have an influence on buying interest.

The Effect of Trust on Buying Interest

Based on the results of the t-test, it shows that trust (X4) affects buying interest (Y) on the TikTok Shop marketplace. This means that the TikTok Shop marketplace is considered to be able to fulfill its responsibilities to consumers because the products sold are reliable, in accordance with the description informed by the store, provide good service, be honest in all activities, and provide guarantees and security at the time of transactions. Trust is one of the most important things in buying and selling transactions because if the seller is trusted, it will increase consumers' buying interest to shop at the store. The results of this study are in line with the results of research conducted by (Chando Steven & Valentine Siagian, 2021) who said that trust has an effect on buying interest. This is also in line with the results of research (Eka Syarifah, et al., 2021) which stated that trust partially has a positive and significant effect on buying interest. The results of the R² (adjusted R-square) value of 0.578 or 57.8% show that electronic word of mouth, price discount, online customer review, and trust are independent variables that are able to influence the dependent variable, namely buying interest by 57.8%, while the remaining 0.422 or 42.2% are influenced by variables outside the regression model such as advertising variables, convenience, brand image, and price perception.

Conclusion

Based on the results of research that has been carried out with quantitative methods, the following conclusions can be drawn, electronic word of mouth partially has no effect on buying interest on the TikTok Shop marketplace. Price discounts partially affect buying interest on the TikTok Shop marketplace. Online customer reviews partially affect buying interest on the TikTok Shop marketplace. Trust partially affects buying interest on the TikTok Shop marketplace.

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