Analysis of the influence of promotions, influencers, convenience, service quality and prices on the Tiktok application on purchasing decisions on the "Tiktok Shop"
(Study on Accounting Students of Muhammadiyah University of Surakarta Class of 2019-2020)

Henry Noor Rochman[1], Eny Kusumawati[2]
[1]Faculty of Economics and Business
University of Muhammadiyah Surakarta, Indonesia
[1]Fakultas Ekonomi dan Bisnis
University of Muhammadiyah Surakarta, Indonesia

Abstract: Basically, the purchase decision is an individual (consumer) behavior to make a purchase or transaction, and the number of consumers making purchasing decisions is one of the benchmarks for achieving producer goals. Consumers are often faced with several problems when buying an item, which causes them to be smart in their considerations before making a purchasing decision. This study aims to analyze the effects of promotions, influencers, convenience, service quality, and price. Researchers use quantitative methods by distributing questionnaires to respondents using Google Form. The sampling technique used was purposive sampling with a sample of 151 respondents. Respondents in this study were Accounting Students Batch 2019-2020, Faculty of Economics and Business, Muhammadiyah University, Surakarta. The analytical method used is multiple regression analysis. The results of the study prove that service quality and price affect purchasing decisions in the TikTok Shop application. Whereas knowledge, promotions, influencers, and convenience have no effect on purchasing decisions in the TikTok Shop application.
Keywords: Purchase decisions, promotions, influencers, convenience, service quality and price.

1. Introduction

In the current era of the industrial revolution 4.0, technology has become very developed and very embedded in everyday life, with the development of technology bringing a great influence on social media. The presence of social media such as Facebook, Instagram, Twitter and other applications has become the main tool for maintaining and developing interpersonal relationships (Fox, 2015). The use of social media will continue to progress along with the development of existing technology and technological advances will continue to bring significant changes, one example is the ease of shopping online.

Online shopping is the activity of purchasing products in the form of goods or services through internet media (Andini, 2017). Online shopping can be done with social media, activities in the online shop are considered more practical and efficient. At this time online shop business people offer their products with various kinds of promotions according to consumer needs. The app introduced by Zhang Yiming in 2016 is owned by the company ByteDance. It's a place to express creativity through videos that create genuine, inspiring, and fun experiences. Six years after its launch in September of 2016, TikTok is experiencing high popularity. Based on the databox website, TikTok was downloaded nearly 2 Billion times throughout 2022.

In April 2021 TikTok developed its feature by bringing up the TikTok Shop feature (Taofik, 2021). TikTok Shop is a new feature developed by TikTok whose function is used for buying and selling transactions through the TikTok application directly. Not like the marketplace on Facebook or Instagram Shopping because buyers can buy the items they want directly from the TikTok application without having to visit the website provided by the store or having to download other applications. Starting from product catalogs, chat services with sellers to payments made directly on the TikTok application (Ardia, 2021).

Purchasing decision is an action taken by consumers to buy a product. There are several factors that can influence purchasing decisions in online shopping, researchers focus on: promotion, influencers, convenience, quality of service and price.

Promotion is a communication activity carried out by a person or corporate to the wider community. This aims to introduce goods or services to the community as well as influence so that they can use or immediately buy the products or services introduced. Zahara and Sembiring (2020) promotion is an activity to provide information to the public about the products to be offered so that consumers are interested in buying the products or services offered. This shows that the higher the level of sales promotion of a product, the higher the level of consumer purchase decisions.

Influencer is one of the marketing strategies of a company by inviting a public figure to work together in order to increase brand awareness as well as sales tailored to certain target markets. Hariyanti and Wirapraja (2018: 141), an influencer is a person or figure in social media who has a large or significant number of followers. What they say can influence the behavior of their followers. In this case, influencers have a great level of influence on others so that influencers are able to influence the level of confidence in consumer purchasing decisions.

Convenience is one's perception of the degree to which one believes that using a system will be error-free and not difficult for its users. Because ease of use is an effort that does not burden users or does not require difficult capabilities when someone uses a system. Jogiyanto in Tanjaya et.al (2019), convenience is how people believe that using technology in his opinion will be free from a business. Conversely, Davis in Istanti (2017), the ease of using technology can determine consumer decisions to make a purchase decision.

Dzikra (2020), service quality is a strategic system involving all work units or organizational units from leaders to employees so as to meet the needs expected by consumers. Putri (2020), service quality is the service provided to customers in accordance with standardized service standards as guidelines in providing services. The better the quality of service, the more satisfied consumers will be with purchasing activities, so this is one of the driving factors for consumers to make purchase decision activities.

Based on the results of research from Hidayat et.al (2020), providing empirical evidence that service quality has an influence on purchasing decisions, price is a reference to the selling value of goods and services that must be paid by consumers to sellers to get goods or services to be purchased. Nasution et.al (2020) Price is something that is very meaningful for consumers and sellers. For consumers, price is the cost of something. As for sellers, price is one of the sources of income or profit. It can be concluded that price is one of the determining factors for buyers to determine the decision to purchase products or services: The more affordable the price of the product offered, the more consumers are interested in buying. Price has a huge influence on a buying decision.

This research is a development of Kelvin Prilano's research, et.al (2020). The novelty of this study is the first addition of two independent variables, namely Influencer and ease. Influencers are added to analyze the situation of how the role of a public figure can influence purchasing decisions in each of its content, so, there is an expectation that the introduction of new products can be accepted by the public at large. The reason for adding convenience is because a social media is essentially created to facilitate communication with others and make it easier to find the latest information without making it difficult for users, this study also adds service quality variables as a form of how good the quality of service provided on TikTok Shop social media to its users. The second novelty, this study replaces the scope of observation in users of the TikTok Shop application in the student environment.

2. Literature Review and Hypothesis

2.1 Technology Acceptance Model(TAM)

Technology acceptance model is one of the theories about the use of information technology systems that is considered very influential and is generally used to explain individual acceptance of the use of information technology systems (Jogiyanto, 2007: 11). *The technology acceptance model* was first introduced by Davis and began to be developed in 1989. This theory is a development of the *Theory of Reasoned Action* (TRA). The use of information systems for users considers the benefits and uses of such systems, Venkatesh and Morris (2000) in Sanjaya (2005). TAM is used to see individual understanding continuously using information technology in their activities. The use of information systems in individuals to carry out activities and their utilization is still an important concern for researchers, although there are very significant advances in *hardware* and *software processing*. The essence of the explanation above about TAM is the determination of attitudes carried out by users in the acceptance and use of information technology systems. There are two factors that affect TAM are perceived usefulness and perceived ease of use.

2.2 Theory of Planned Behavior (TPB)

The theory of planned behavior, developed by Icek Ajzen in 1988 developed the theory of planned behavior (TPB). This theory is called perceptual behavior control. The theory of planned behavior (TPB) aims to control individual behavior that is limited by the shortcomings and limitations of the resources used to carry out their behavior (Chau and Hu, 2002) in Jogiyanto (2007). Model theory of planned behavior I consists of three main factors (Ramdhani, 2011: 56-59), namely: arittude towards the behavior (attitude), subjective norm (subjective norm), perceived behavior control (perception of behavior control)

2.3 Activity – Based Costing (ABC)

Activity-based costing defines all costs charged to the product that gave rise to the activity or if there is an underlying reason that the cost is affected by the product made, both production costs, and non-production costs. ABC or activity-based product cost determinant is an information system about work or activities that consume resources and generate value for consumers. The assumptions mentioned above are the basic concepts of the *activity-based costing system.* Furthermore, because the existence of activities will incur costs, to be able to run its business efficiently, the company must be able to manage its activities. In relation to product costs, the costs consumed to produce products are costs for the activities of designing, engineering, producing, selling and providing product services.

2.4 Activity - Based Management (ABM)

Activity Based Management (ABM) is a concept that pays attention to resource consumption on the activities carried out by a company, so that to be able to find out how a company uses its resources, it must first be understood to store what activities have occurred in the company. These activities are activities that have consumed resources through identifying their cost triggers where these costs arise due to the implementation of these activities. Hansen (2021), activity-based management is an integrated system that focuses management on managing activities that aim to increase value for customers and obtain profits through the value created. (Plowman, 2017), ABM allows management to understand the products and services offered, customer desires and how to improve them.

2.5 Social learning theory

Social learning theory states that people can learn through direct observation and experience. Social learning theory assumes that behavior is a function of consequences and it also recognizes the existence of observational learning and the importance of perception in learning. A person can learn by observing what happens to another individual and only being told about something (Robbins and Judge. 2008: 74). There are four processes to determine the influence of a model on an individual, including: attention process, impression process, reproduction process, reinforcement process

2.6 Electronic Marketing

Electronic marketing or commonly referred to as online marketing, internet marketing, e-marketing or online marketing is all forms of business made to market a product or service through or using internet media. E-marketing is one component in e-commerce with special importance by marketers, namely the creation process strategy. distribution, promotion, and pricing of goods and services in the Internet market or through other digital equipment. Kotler and Armstrong (2008). E-marketing is the marketing side of e-commerce. which is a form of work from companies to communicate something, promote and sell goods and services through the internet which has a role in the concept of electronic marketing such as being a new method in the business world.

2.7 E-Commerce (Electronic commerce)

Electronic commerce is the dissemination, sale, purchase, marketing of goods and services that rely on electronic systems, such as the internet, television or other computer networks. Quayle (2002). E-commerce is defined as a form of electronic *data interchange* (EDI) involving sellers and buyers through mobile devices, *e-mail.* The definition of *e-commerce* as a trade activity of buying and selling goods and services via the Internet (Sriyanto and Adelina, 2020). Another definition that states that *e-commerce or e-marketplace* is a means for sellers and buyers to shop, sell or market products by utilizing digital sophistication through applications, and these activities are carried out on the internet or web. Fadhli, *et.al* (2021).

2.8 Sales Cycle Accounting Information System

The sales cycle is a series of sales activities that occur repeatedly and are followed by the process of recording business data and information. The series of activities in the sales cycle begins with the activity of receiving orders from customers, continued with the preparation of goods or services ordered, continued with delivery / delivery of goods (or delivery of services), preparation of billing invoices, collection of receivables, and ends with receipt of payment of bills (receivables) of the customer. All activities in the sales cycle can be further divided into two sub-activities or two sub-procedures, namely: sub-activities (procedures) receiving and fulfilling orders, and sub-activities (procedures) collecting receivables and receiving cash.

2.9 Teori Market Based View (MBV) dan Resource Based View (RBV)

MBV theory is a further development of industrial organization theory on aspects of strategic

International Journal of Latest Research in Humanities and Social Science (IJLRHSS)
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management (Spanos and Lioukas, 2001). Efficiency is broadly defined in economic terms, encompassing allocative efficiency, technical efficiency and innovation. Strategic behavior in business decisions includes price, promotion, capacity and quality (Porter, 1981).

Dwi (2019) explains a theory known as RBV theory, where the theory explains that company resources are heterogeneous; Services derived from the company's resources give the company a unique selling proposition. If the company successfully uses and optimizes company resources, then the company has its own advantages over its competitors (Dwi, 2019) it can be explained that resources can be a factor that supports the sustainability of the company.

2.10 Social Cognitive Theory

(Heffernan, 2016) Bandura uses social cognitive frameworks to study the dynamic interaction of influences, thoughts, and actions in influencing social change. Bandura's idea of social-cognitive recognized the social origins of human thought and action and the influential causal influence of thought processes on human motivation, affect, and action. (Rotter, 1966) explains that cognitive factors determine how people respond to stimuli from their environment. Expectations or beliefs about the event experienced are referred to as the locus of control. There are two definitions of locus of control, namely, someone who considers that all events he experiences are the result of environmental factors that have the greatest influence, then this is called external locus of control. Conversely, when a person thinks that whatever event they experience is their own hard work and effort that affects the outcome of the event, this is known as the internal locus of control.

2.11 Purchasing Decision

Kotler and Armstrong purchasing decisions can be interpreted that purchasing decision behavior refers to the final buying behavior of consumers, both individuals, and households who buy personal consumption goods and services. Purchasing decision making is the process of assessing and selecting various alternatives according to certain interests by determining an option that is considered the most profitable (Yenni Arfah, 2022). The purchase decision process begins when consumers realize a problem or need for a desired product. The buying process describes the reasons why a person prefers, chooses, and buys a product with a particular brand. Kotler and Armstrong in Andrian*et.al* (2022) consumers will go through five stages in purchasing decision making, namely problem recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation. Meanwhile, Yenni Arfah (2022) consumer decisions to purchase a product include six subs, namely product choice, brand choice, dealer choice, purchase time, purchase amount, payment method.

2.12 Promotion

Kotler and Armstrong (2008) Sales promotion as a short-term incentive that can encourage the purchase or sale of a product or service. Sales promotions can be classified into three categories as consumer, trade, and business promotions. The effectiveness of sales promotion can influence purchasing decisions in various types of consumers and purchasing decision making steps *Nema et.al* (2012) in Soni and Verghese (2018). Soni and Verghese (2018) found that sales promotion techniques such as discounts, premiums, coupons can have a significant impact on consumer buying behavior and Banerjee (2009) found that gifts or premiums are the most important part of promotional strategies that can increase consumer response. Thus, the more attractive the sales promotion, the greater the shopping decisions taken by consumers. Sales promotion, as a collection of various motivational tools, is designed to stimulate consumers to buy various products or services in a short period of time (Kotler, 2012).

Research conducted by Achmad et.al (2015), Carunia and Rani (2017) and Baruna et.al (2017) shows that promotion has an influence on purchasing decisions. When promotions given to customers increase, it will increase purchase decisions. Based on the discussion of the literature and the relationship between the variables above, the promotion variable affects the purchase decision so that the hypothesis that can be formulated in this study is as follows:

H1: Promotions influence purchase decisions.

2.13 Influencer

The implementation of product marketing strategies through effective digital channels will certainly create positive consumer attitudes and perceptions of services, such as the ease of searching for a particular product, the accuracy of product information, ease and security in transactions, or good business responses in responding to customer comments. Through positive consumer attitudes and opinions, online businesses can influence consumers to choose, buy, and use the products soldSo that the use of influencers can present the positive things that a product has so that it can increase the sales level of the products marketed. An influencer doesn't just have to be a celebrity. The influence of influencers in marketing products / services from brands that

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use them can be a bridge of information or exposure for potential consumers in making purchases.

Researchconducted by Kusuma and Hermawan (2020), states that celebrity influencers have a significant influence on purchasing decisions using food delivery. Supported by previous research by Wachyuni and Priyambodo (2020) and Pratiwi (2021), celebrity influencers have a significant influence on usage decisions. Based on the discussion of the literature and the relationship between the variables above, the influencer variable affects the purchase decision so that the hypothesis that can be formulated in this study is as follows:
H2: Influencers influence purchasing decisions.

2.14 Convenience
Davis (1989: 320), perceived ease of use is defined as the degree to which a person believes that the use of technology is easy and does not require hard effort from the user. This concept includes clarity of the purpose of using the technology and ease of use of the system for the purpose according to the user's wishes. Adams et.al (1992) states that the intensity of use and interaction between users and the system can also indicate ease of use. More frequently used systems indicate that the technology is better known, easier to operate, and easier for users to use

Sudjatmika research (2017) explains that the convenience variable has a positive and significant influence on online purchase decisions in Tokopedia.com. Nasution's research (2018) explained that there is a variable influence of convenience with the decision to purchase clothing products online on FEBI IAIN Padang Sidimpuan. Istanti's research (2017) explains that the ease of shopping has an influence on Online Shopping Purchase Decisions in the city of Surabaya. Based on the discussion of the literature and the relationship between the variables above, the convenience variable affects the purchase decision so that the hypothesis that can be formulated in this study is as follows:
H3: Ease of influence on purchasing decisions.

2.15 Quality of service
Service quality is the expected level of excellence and control over that level of excellence to meet consumer desires. If the services or services received or felt are as expected, then the quality of services or services is perceived as good and satisfactory. If the service or service received exceeds consumer expectations, then the quality of service or service is perceived as ideal quality. Conversely, if the services received are lower than expected, then the quality of services or services is perceived as bad (Tjiptono, 2009). Wyckof in Tjiptono (2012: 260) service quality is the expected level of excellence and control over that level of excellence will meet customer desires.

Nursiam et.al (2020) provides empirical evidence that service quality has a significant effect on product purchase decisions, research conducted by Adam et.al (2020) shows the same thing, namely partial service quality has a positive and significant effect on purchasing decisions, in line with research conducted by Cynthia et.al (2020) that service quality has a positive effect on online purchase decisions. Based on the discussion of literature and the relationship between the variables above, the service quality variable affects the purchase decision so that the hypothesis that can be formulated in this study is as follows:
H4: Quality of service influences purchasing decisions

2.16 Price
In looking at nominal prices, consumers have several different views. If the price set is not in accordance with the expected quality, then consumers will realize this. Not always a low price will reflect the level of quality of a product is bad. Vice versa, a high price does not always reflect good product quality either. This view causes a relationship between demand and selling prices. If the price is high, then the demand for the product will be low, as well as if the price is low, then the demand for the product will be high.

Research conducted by Yenny (2016), Ryan (2015) and Rizza and hapzi (2017) shows that price has an influence on improving one's purchasing decisions.

Based on the discussion of the literature and the relationship between the variables above, the price variable affects the purchase decision so that the hypothesis that can be formulated in this study is as follows:
H5: Price influences purchasing decisions

3. Methodology and Procedure

3.1 Population and Sample

Tabel 1: Research Sample Selection Process

No	Criterion	Sum
1	Accounting students of the faculty of economics andbusiness, University of Muhammadiyah Surakarta, class of 2019-2020	1.109
2	Students who have made purchases on the TikTok Shop app	(152)
	Number of research samples	152
	Outlier data during processing time	(1)
	Number of research samples	**151**

Source: Process Data 2023

Based on the sample selection process in Table 1, the population used is accounting students of the faculty of economics and business, University of Muhammadiyah Surakarta, batch 2019-2021. The data collection method used to obtain data and information is by using questionnaires to respondents of accounting students, faculty of economics and business, University of Muhammadiyah Surakarta, batch of 2019-2010. In this study for questionnaire measurements using Likert scale. The sampling technique in this study is *purposive sampling*, meaning that sampling is deliberately and selected based on certain criteria needed. This study used measurements for each variable, as follows:

Table 2: Measurement of operational variables

Variable	Indicator	Source
Promotion	1. Advertising in online stores is very attractive. 2. Personal selling makes it very easy to get products. 3. Promotions are common. 4. The frequency of publicity is very high.	Viska and the Umban (2021).
Influence	1. *Influencers* can be trusted. 2. Interested in buying products that are *reviewed influncer.* 3. Attractive *appearance of influencers* . 4. Believe that *influencer endorsers* can attract the attention of others.	Afandi *et.al* (2021).
Convenience	1. Easy to use the app to find what you want. 2. The interaction is clear and easy to understand. 3. Easy to order products. 4. Easy in product payments. 5. Easy in product delivery service.	Dian and Anik (2021)
Quality of Service	1. Service in accordance with what is promised accurately and trusted. 2. Timeliness. 3. Quickly handle what is needed. 4. Employee friendliness to consumers. 5. Pay attention by trying to understand consumer desires.	Kholik and Yugi (2018).
Price	1. Product prices can compete with other products. 2. The price of the product corresponds to its quality. 3. Prices are cheaper. 4. The price is in accordance with the perceived benefits. 5. I buy according to my ability.	Aslichah *et.al* (2022).
Purchasing Decision	1. Purchase due tothe presence of whole and desire 2. Excellent quality of goods 3. Compare with other stores 4. The information provided is in accordance with realityn 5. Consumers buy because of the encouragement of others 6. The appearance of the packaging is very attractive 7. Products that are sold follow current trends 8. Affordable price 9. Repurchase	Febria and Wahyuningsih (2018).

3.2 Data Analysis Techniques

In this study, hypothesis testing used multiple regression analysis. The multiple linear regression method is used to determine the correlation of each independent variable to the dependent variable.

$$KP = \alpha + \beta_1 P + \beta_2 I + \beta_3 K + \beta_4 KPL + \beta_5 H + e$$

4. Results and Discussion

4.1 Descriptive Statistical Analysis

Based on the results of descriptive statistical tests in table 3, there is information about the minimum, maximum, average, and standard deviation values of each variable studied. The promotion variable consists of four statements, each statement item has the highest score of 5 and the lowest 1. The overall results of respondents' answers have a minimum value of 6, a maximum value of 20, a mean value of 17.92 and a standard deviation of 2.255.

Table 3: Descriptive Statistical Analysis Test Results

	N	Minimum	Maximum	Mean	Std. Deviation
Promotion	151	6	20	17,92	2,255
Influencer	151	5	20	17,34	2,673
Convenience	151	9	25	21,76	2,973
Quality of Service	151	9	25	20,41	3,550
Price	151	5	25	21,60	3,412
Purchasing Decision	151	17,00	80,00	64,7285	9,50504

Sumber: Proses Data, 2023

The promotion average score was 4.48. This means that the frequency of promotions carried out on the TikTok Shop Application is fairly high. Promotions carried out in the TikTok Shop application, are able to attract consumer attention because the frequency of promotional publicity carried out on the TikTok application is fairly high, the promotions carried out also provide a unique appeal in terms of delivering their products, and the promotions carried out provide convenience in getting products to prospective customers.

The overall influencer variable of respondents' answers had a minimum value of 5, a maximum value of 20, a mean value of 17.34 and a de viation standard of 2.673. The promotional average value of the four statement items was 4,335. This means that trust in an influencer carried out on the TikTok Shop Application is fairly high. Influencers who are giving product reviews on the TikTok Shop application, are able to attract the attention of consumers, because influencers are unique when delivering the products they bring and can build trust with their followers, so that influencers are participants in the input and feedback process in the purchase decision making process.

The overall ease of answer variable of respondents has a minimum value of 9, a maximum value of 25, a mean value of 21.76 and a standard deviation of 2.973. The average ease score of the five statement items was 4,352. This means that the ease of use of the TikTok Shop application is fairly easy. The ease of using the TikTok Shop application, helps consumers search, place orders, and make payments so that it can help consumers when making purchase activities that occur, so that the ease of using the application on TikTok Shop will have an influence on consumer purchasing decisions.

The overall service quality variable of respondents' answers has a minimum value of 9, a maximum value of 25, a mean value of 20.41 and a standard deviation of 3.550. The average service quality score of the five statement items was 4,082. This means that the quality of service provided by sellers at TikTok Shop is fairly good. The quality of the seller's service in delivering product descriptions, fast in handling consumer desires and the friendliness provided by the seller is able to provide a positive view of the purchase decision, so that the quality of service provided by the seller is able to influence the views of consumers so that they are interested in making purchase decisions.

The overall price variable of respondents' answers has a minimum value of 5, a maximum value of 25, a mean value of 21.60 and a standard deviation of 3.412. The average price value of the five statement items was 4.32. This means that the affordable prices on TikTok Shop are fairly good. Price is the main guideline for consumers as a benchmark for their abilities, consumers always want to get products at affordable prices, consumers also always compare prices with other competitors, they want prices that can be in accordance with the benefits obtained from these goods, so that affordable prices on TikTok Shop can influence purchase decisions.

The Purchase Decision variable resulted in the overall respondents' answers having a minimum value of

17.00, a maximum value of 80.00, a mean value of 64.7285 and a de viasi standard of 9.50504. The average purchase decision score of the 16 statements was 4,045. This means that the purchase decisions made on the TikTok Shop application are fairly high. Purchasing decisions on TikTok Shop made by student respondents of the class of 2019-2020 Faculty of Economics and Business, University of Muhammadiyah Surakarta can be influenced by many factors such as promotions, influencers, convenience, service quality and price.

Discussion

Statistical testing with multiple linear regression requires a classical assumption test before performing a multiple regression test. Where the first test is a normality test with a significance of 0.053 > 0.05 which can be concluded that the data is normally distributed. For the results of the multicollinearity test around the Inflation Factor Value (VIF) of 1.358-1.134 and the tolerance value of around 0.737-0.882, it can be concluded that the regression model is free from multicollinearity. For autocorrelation test results using *durbin watson* with DU tables <DW statistics < (4-DU tables); 1.82803 < 2.064 < 2.17197 it can be concluded that regression models are free from autocorrelation. The results of the heteroscedasticity test show that the *unstandardized residual* value has a significance value greater than 0.05 so that it can be concluded that the regression model is free from heteroscedasticity.

In this study, hypothesis testing was carried out using multiple linear regression analysis models. The following is a multiple linear regression analysis table:

Table 4: Multiple Linear Regression Analysis Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1,649	3,161		0,522	0,603
	Promotion	0,612	0,283	0,145	2,166	0,032
1	Influencer	0,501	0,206	0,141	2,432	0,016
	Convenience	0,396	0,252	0,124	1,575	0,117
	Quality of Service	0,563	0,195	0,210	2,889	0,004
	Price	1,080	0,191	0,388	5,643	0,000
	F				100,119	.000^b
	Adjusted R Square					-0,003

Source: Process Data, 2023

Based on Table 4, the results of the F test show that the Fcalculate value is 100.119 and the significance value is 0.000, and Ftable 2.27 and the significance value is 0.000. Because the Fcalculate value of 100.119 is greater than Ftable 2.27 and the significance value of 0.000 is smaller than 0.05, it can be concluded that the regression model used is appropriate or can be said to be fit. The coefficient of determination is shown by an R Square (R^2) value of 0.030 which means that 3% of the dependent variables that can be explained are independent variables. This means that independent variables, which include the application of promotions, influencers, convenience, service quality, and price, can only explain 3% of purchase decisions on the TikTok Shop application, while the remaining 97% are influenced by other factors outside the variables studied.

Based on the results of multiple regression tests that the calculation results of each variable can describe the influence of each independent variable on the dependent variable, which is as follows:

The calculation results of each variable can illustrate the influence of each independent variable on the dependent variable, namely Promotion. The t-value of the promotion variable count of 2.166 is greater than the table t-value of 1.987 and the significant value of 0.032 is greater than 0.05 which means that the promotion affects the purchase decision on the TikTok Shop application and **H1 is accepted**. The results of the study prove that the application of promotion affects purchasing decisions on the TikTok Shop application, promotion on social media is part of reforms in the current digital era, in essence the application of promotion is expected to introduce the goods sold, this shows that the more promotions offered to the public are able to attract their attention to buy these goods. The high frequency of promotional publicity on the TikTok application can influence purchase decisions when promotions are made, consumers are interested in buying the item. This is because consumers are affected by promotions, they have the view that the goods or services promoted are in accordance with their needs at that time. The community's view makes the promotion successful to meet its target. The presence of promotions on social media has a huge influence on business people they can

International Journal of Latest Research in Humanities and Social Science (IJLRHSS)
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communicate their products clearly and purposefully to the wider public, they assume that promotions today have a unique appeal when delivering products in a language style and trustworthy public figures, it makes that the presence of promotions can improve consumer purchasing decisions. The results of this study are consistent with research conducted by Achmad et.al (2015), Carunia and Rani (2017) and Baruna et.al (2017) which states that promotions can influence purchasing decisions.

The calculated t value of the influencer variable of 2.432 is greater than the table t value of 1.987 and the significant value of 0.016 is greater than 0.05 which means that the influencer influences the purchase decision on the TikTok Shop application and **H2 is accepted**. Influencers influence purchasing decisions on the TikTok Shop app. The results of the study provide empirical evidence that influencers influence purchasing decisions on the TikTok Shop application, meaning that customers make the figure of the influencer as a basis for making purchase decisions on the TikTok Shop application. Where this is due to the high level of credibility contribution, this shows that the level of customer trust in any information about the product submitted by influencers can fully build purchasing decisions. The role of influencers is huge on social media. Moreover, now word-of-mouth recommendations and criticisms are spreading through social media faster. Consumers more often trust recommendations from third parties than the brand itself. This makes influencers strong promoters. As a person who is considered influential to their followers, an influencer uses that influence to influence the buying decisions of their followers. When influencers are doing product endorsements have an important role to build trust in the wider community, many people assume that an influencer is able to interact well with his followers so that the influencer is able to influence the confidence of their followers to make purchase decisions. The results of this study are consistent with the research of Kusuma &; Hermawan (2020), Wachyuni & Priyambodo (2020) and Pratiwi (2021) which states that influencers are able to influence purchasing decisions.

The test results stated that the t-value of the convenience variable count of 1.575 is smaller than the table t value of 1.987 and the significant value of 0.117 is greater than 0.05, which means that convenience does not affect purchasing decisions in the TikTok Shop application. **H3 is rejected**. The results of the study provide empirical evidence that the ease of purchase decisions on the TikTok Shop application. The perception of convenience also has no effect on purchasing decisions on the TikTok Shop application. In this study with features of ease in learning an online shopping site, ease of using online sites, ease of transaction and ease of obtaining desired goods offered by a marketplace does not affect online shopping behavior. Because consumers buy products in the marketplace based on needs. In essence, convenience must be able to make it easier for consumers when going to buy goods when consumers will make purchases, the application system provides convenience in accessing payments and shipping, so consumers are greatly helped in this regard, the ease of ordering and payment offered on the TikTok Shop application has not been able to influence purchase decisions, this is because the ease or difficulty of using the application does not change their decisions. This is because there are other factors outside this study that influence consumers' online purchase decisions. In addition to the price factor, consumers' online purchases are also more influenced by word of mouth promotion factors from the recommendations of friends, relatives, and family of respondents who have made online purchases before and purchase decisions do not look at the ease of use of the application. The results of this study are consistent with research conducted by Raden Bagus et.al (2020), Listia Puji Rahayu and Ari Susanti (2022), Yuliawan et.al (2018) which states that convenience factors have no effect on purchasing decisions.

The test results stated that the t-value of calculating the variable level of service quality of 2.889 was greater than the ttable value of 1.987 and a significant value of 0.004 was smaller than 0.05, which means that ease of influence on purchasing decisions in the TikTok Shop application and **H4 is accepted**. The results of the study provide empirical evidence that service quality affects purchasing decisions on the TikTok Shop application, this research supports the opinion expressed by Tjiptono in (Indrasari, 2019) service quality is a dynamic state that is closely related to products, services, human resources, as well as processes and environments that can at least meet or exceed the expected service quality. Service quality is an important factor in buying and selling activities, before consumers buy a product they will judge about the service provided by the seller, consumers tend to read Product information and descriptions written by sellers in the TikTok Shop application can provide product descriptions so that it can make it easier for consumers to make purchase decisions. The decision to buy is part of a process that is influenced by the quality of service provided by the seller such as: friendliness, trust, good and fast response, the most important thing is that the seller is able to understand what his consumers want, consumers not only need a product but consumers also enjoy the convenience of service and good service quality. The results of this study are consistent with research conducted by Nursiam et.al (2020), Adam et.al (2020), Cynthia et.al (2020) which states that service quality can influence purchasing decisions.

The test results stated that the t-value of the price variable count of 5.643 is greater than the table value of 1.987 and the significant value of 0.000 is less than 0.05 which means that the price affects the purchase decision on the TikTok Shop application and **H5 isaccepted**. The results showed that price affects purchasing

International Journal of Latest Research in Humanities and Social Science (IJLRHSS)
Volume 06 - Issue 04, 2023
www.ijlrhss.com // PP. 09-20

decisions on the TikTok Shop application. Price is a major factor in buying a product, consumers will tend to compare the same product at a cheaper price than buying at a much more expensive price in accordance with economic factors and the quality of the product sold in accordance with the price offered. Therefore, sellers are competing to provide low prices and always hold discounts (discounts) to attract customers in the sales process. Consumers have a lower price limit where a lower price indicates a product with poor quality and also an upper price limit where a price higher than that limit is considered excessive and not in accordance with the money spent, this makes price a major factor helping buyers to make purchasing decisions. Buyers tend to compare prices from various available alternatives, then decide on the desired allocation of funds. From this definition, it is concluded that price is an exchange rate that is equivalent to money in order to get ownership rights or use rights from goods or services. It is proven that prices can influence purchasing decisions because basically consumers buy goods based on price feasibility, the quality of the products obtained in accordance with the price and purchasing decisions are always inseparable from the discount, the more affordable the price given, the greater the consumer will make a purchase decision. The results of this study are consistent with the results of research conducted by Yenny (2016), Ryan (2015) and Rizza and hapzi (2017), Fransiska (2017), Indra (2018) and Sfenrianto et.al (2018), Sfenrianto et.al (2018), Achmad et.al (2015), Carunia and Rani (2017) and Baruna et.al (2017) which stated that price can influence purchasing decisions.

5. Conclusion

This study aims to empirically test the influence of promotion, influencers, convenience, service quality and prices on the TikTok Shop application on purchasing decisions on TikTok Shop study on accounting students of the University of Muhammadiyah Surakarta class of 2019-2020. Based on the results of testing and discussion obtained in the previous chapter, it can be concluded as follows:

1. Promotions affect purchase decisions on the TikTok Shop application, the more often promotions made by sellers affect purchase decisions.
2. Influencers influence purchasing decisions on the TikTok Shop application, the more often an influencer endorses a product affects purchase decisions.
3. Convenience has no effect on purchase decisions in the TikTok Shop application, the simplicity of an application has no effect on purchase decisions.
4. The quality of service affects purchasing decisions on the TikTok Shop application, the better the quality of service, the more influential the purchase decision.
5. Price affects purchasing decisions on the TikTok Shop app. The lower the price offered, the more the purchase decision will increase.

Based on the conclusions of this study, the researcher provides the following suggestions:

1. Promotions affect purchase decisions on the TikTok Shop application, the more often promotions made by sellers affect purchase decisions.
2. Influencer berpengaruh terhadap keputusan pembelian di aplikasi TikTok Shop, semakin sering seorang influencer melakukan endorsement sebuah produk berpengaruh pada keputusan pembelian.
3. Convenience has no effect on purchase decisions in the TikTok Shop application, the simplicity of an application has no effect on purchase decisions.
4. The quality of service affects purchasing decisions on the TikTok Shop application, the better the quality of service, the more influential the purchase decision.
5. Price affects purchasing decisions on the TikTok Shop app. The lower the price offered, the more the purchase decision will increase

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