

Exploring the Drivers of Consumer Purchase Decisions on TikTok Shop: The Effects of Service Quality, Price, and Promotions

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Abstract

The accelerated evolution of social commerce, notably facilitated by platforms such as TikTok Shop, has profoundly transformed consumer behavior, altering the manner in which individuals engage with brands and effectuate purchases. The objective of this study is to examine the influence of service quality, price, and promotion on the decision to purchase bags on TikTok Shop in Tabanan Regency. The research method employed is quantitative, employing a survey design to collect data from 100 respondents who were selected using purposive sampling. The data analysis technique employed for this study was multiple linear regression, a method that was selected for its ability to test the hypothesized model. The findings indicated that service quality and price exerted a substantial influence on purchasing decisions, while promotional activities did not demonstrate a significant impact. The present study found that service quality and price jointly explain the variation in handbag purchasing decisions on TikTok Shop. In summary, service quality and price have been identified as the predominant factors influencing purchasing decisions, while the role of promotions is considered less significant. This study makes a significant contribution to the development of theory in the field of e-commerce and social commerce. Moreover, it provides practical implications for sellers on TikTok Shop to focus more on service quality and competitive prices. It is recommended that further research be conducted to explore other variables, such as the influence of influencers or consumer experience, and to expand the sample size.

Keywords: Service Quality; Price; Promotion; Purchase Decision; TikTok Shop

1. Introduction

The advent of digital technology has precipitated a paradigm shift in consumer interactions with brands and products. A contemporary phenomenon that merits attention is social commerce, which integrates the shopping experience with social components through digital platforms. In Indonesia, TikTok has experienced significant growth as a platform that is utilized not only for entertainment purposes, but also for facilitating business transactions through the TikTok Shop feature. According to a report [1], Indonesia has more than 185 million internet users, with 68.9% of them actively using TikTok. This statistic indicates that the platform is not only a medium for entertainment but also a venue for economic transactions. In 2023, TikTok Indonesia reported that approximately 6 million local sellers and nearly 7 million affiliate creators utilized TikTok Shop as a source of income [2].

This platform enables direct interaction between sellers and consumers through live streaming functionalities, engaging product content, and targeted promotions [3]. The prevailing trend of smartphone proliferation, concomitant with augmented internet access, has precipitated a paradigm shift in consumer behavior, marked by an escalating reliance on digital platforms for shopping [4]. Therefore, it is imperative to understand the factors that influence bag purchasing decisions in the context of TikTok Shop, given the unique shopping experience provided by this platform.

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The Stimulus-Organism-Response (S-O-R) framework, initially developed by [5], serves as the predominant theoretical framework elucidating the manner in which external environmental stimuli influence organisms (i.e., consumers), subsequently eliciting specific responses. In the context of social commerce, the stimuli in question include the quality of online service, price, and promotions. These stimuli influence consumer perceptions and, in turn, their purchasing decisions [6]. TikTok Shop, a social commerce platform, offers a diverse array of stimuli that exert a significant influence on consumers' cognitive and emotional states. This phenomenon has been shown to result in heightened consumer engagement with the brand and an augmented intent to purchase products, particularly within product categories such as bags that necessitate visual evaluation [7]. The S-O-R framework can be utilized to map how marketing stimuli from TikTok Shop, such as price promotions or direct interaction with sellers, influence consumer purchasing decisions.

The quality of service provided through online channels has been shown to have a considerable influence on satisfaction and purchasing decisions. The SERVQUAL model, developed by [8], posits that service quality consists of five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. In the context of TikTok Shop, elements such as the reliability of product information, the responsiveness of sellers during live streaming, and the post-purchase experience are of significant importance in shaping the perception of service quality. Furthermore, E-S-QUAL [9] incorporates dimensions such as system efficiency and availability, which are pertinent in the context of e-commerce, particularly with regard to transaction smoothness and information management. The provision of superior service quality, characterized by the clarity of product information and the promptness of responses to inquiries during live sessions, has been demonstrated to fortify consumer trust and motivate them to proceed with purchases [10].

Price has been identified as a primary factor influencing consumer purchasing decisions. In the context of perceived value theory [11], consumers evaluate whether the benefits received align with the price paid. In this case, TikTok Shop employs various pricing tactics, including discounts and special offers, which have the potential to influence consumers' perception of value [12, 13, 14]. However, it is imperative to consider the concept of price fairness, which posits that consumers tend to eschew prices that are regarded as inequitable or opaque [15]. In the context of TikTok Shop, the implementation of transparent and equitable pricing strategies is imperative for fostering consumer confidence.

Promotions have been shown to play an important role in attracting consumers' attention and motivating them to make purchases. However, the impact of promotions is frequently non-linear. The benefit congruency framework [16] demonstrates that successful promotions are those that align with consumers' needs and desires. This indicates that discounts or special offers must be accompanied by clear information about the benefits of the product, not merely low prices [17]. In the context of TikTok Shop, promotional offers are frequently presented in the form of substantial discounts or time-limited deals, which are showcased during live streaming sessions. However, the efficacy of such promotional strategies is contingent upon consumers' ability to discern the merits of the offerings and the absence of any perception that reduced prices are indicative of diminished quality [18].

The social presence and interactivity of live streaming sessions on TikTok Shop engender an atmosphere that fosters a sense of proximity between consumers and sellers, thereby enhancing the perceived intimacy of the transaction. Research by [19] indicates that live streaming has the potential to enhance consumer confidence by providing a direct view of products and enabling interaction with sellers in real time. Direct interaction during live sessions enables consumers to pose inquiries, seek elucidation, and obtain immediate feedback, thereby mitigating uncertainty in decision-making. Furthermore, the credibility and appeal of sellers during live sessions have been demonstrated to play an important role in building engagement and encouraging purchasing decisions [20].

A considerable body of research has been dedicated to the study of consumer behavior in the domains of e-commerce and social commerce. However, the majority of these studies have focused on specific categories of products, such as fashion and electronics. In contrast, Shopee [21, 22, 23, 24] offers a unique perspective by exploring the behavior of consumers in the context of e-commerce. Research focusing on the bag category and testing the influence of service quality, price, and promotion in the context of TikTok Shop in Tabanan Regency remains scarce. Tabanan Regency, as a non-metropolitan area with a substantial TikTok user base, presents a distinctive context that has received scant attention in the extant literature. Therefore, the objective of this study is to address this research gap by examining the determinants of handbag purchase decisions on TikTok Shop in the region.

A research gap remains evident in the extant literature. [25] reveals that consumers who have had a positive experience with the products offered tend to return, despite the fact that the quality of service does not always meet consumer expectations. Moreover, [26] finds that an increase in price per unit will reduce the purchase decision, while a decrease in price per unit will increase the purchase decision.

The present study is predicated on the theoretical framework previously delineated. Its objective is twofold: first, to undertake a reexamination of the partial and simultaneous effects of service quality, price, and promotion on bag purchasing decisions; and second, to identify the most dominant variables influencing purchasing decisions, thereby filling a research gap. Theoretically, this study hypothesizes that service quality, equitable pricing, and suitable promotional strategies will exert a positive influence on the decision to procure bags. The provision of high-quality services has been demonstrated to engender consumer confidence. Furthermore, prices that are regarded as equitable have been shown to enhance the perception of value. Finally, targeted promotional strategies, tailored to consumer needs, have been demonstrated to motivate consumers to make purchases.

2. Material and methods

2.1. Literature Review and Hypothesis

The Stimulus–Organism–Response (S-O-R) framework posits that marketing stimuli (S) (e.g., service quality, price, and promotions) exert influence on consumers' internal states (O) (e.g., trust, perceived value, and emotions), which, in turn, engender a response (R) manifesting as a purchase decision. The adaptation of the S-O-R model to the online environment demonstrates the impact of the virtual atmosphere of online stores and social cues on affect/cognition and shopping behavior [4]. In the context of short-video and live shopping platforms, social presence, interactivity, and streamer cues have been identified as significant stimuli. The objective of this study is to provide a foundation for the modeling of perceived value. The foundation is multi-dimensional, with its dimensions including quality, emotional, price/monetary, and social value. This multi-dimensional foundation bridges stimuli to decisions. Consequently, this study posits that service quality, price, and promotions function as stimuli that augment trust and value (organism) to influence purchasing decisions (response).

Service quality is conceptualized as a multidimensional construct that influences consumer evaluations of service processes and outcomes, thereby generating behavioral outputs that are utilized to assess service performance and the expectation–perception gap [9]. Research [28] demonstrates a robust correlation between electronic service quality and satisfaction, as well as behavioral intent across various contexts. These findings substantiate the significance of electronic service quality as a pivotal antecedent in purchase decision-making processes. The impact of service quality on consumer purchasing decisions can be elucidated through the S-O-R (stimulus–organism–response) framework. Within this framework, service cues act as stimuli, influencing internal states (e.g., trust, perceived value) prior to prompting a purchasing response [4, 27].

Research by [19, 21, 29] found that visible and synchronously evaluated service quality (including real-time seller responsiveness, authenticity of product demonstrations, two-way interaction, and clarity of shipping/return policies) serves as a signal that reduces uncertainty, strengthens trust and engagement, and increases purchase intent and decisions. This finding aligns with the conclusions of research conducted by [30, 31, 32], which determined that service quality exerts a substantial influence on consumer purchasing decisions.

Price serves a dual function as a signal of quality and a monetary sacrifice, which, when considered together, form perceived value through the process of exchanging expected benefits for the costs incurred [11]. According to classical experimental evidence, extrinsic cues—particularly price, brand, and store reputation—exert a systematic influence on perceptions of quality and value, thereby leading to heightened purchase intentions and decisions [12]. Consumer purchasing decisions are influenced not only by price levels, but also by price fairness, which is formed through internal and external price references [15, 33].

As demonstrated in the extant research [34], price exerts a substantial influence on consumer purchasing decisions. In the contemporary business landscape, competitive advantage no longer derives exclusively from the products or services offered. Instead, it is increasingly defined by the exceptional experiences crafted during the sales process. This finding aligns with the conclusions of research conducted by [35, 36, 37], which determined that price exerts a substantial influence on consumer purchasing decisions.

Promotions are defined as tactical stimuli designed to accelerate short-term market responses while supporting brand equity in the longer term [38]. The Benefit Congruency Framework posits that the effectiveness of promotional strategies is contingent upon the congruence between the benefits offered and the nature of the category or product, as well as consumer motives. To illustrate, price discounts tend to be more effective for utilitarian products than for hedonic premiums, which are more suited to non-monetary or value-added gifts [16]. From a design perspective, the level of benefits, the manner of presentation, and the type of promotion shape consumer evaluation [39]. Therefore,

promotions influence purchasing decisions through two channels: reinforcement of perceived value and stimulation of affection/entertainment. These channels are highly sensitive to benefit fit [39, 16].

Research findings indicate that live-streaming features have the potential to enhance perceived value and purchase intent while concurrently reducing perceived uncertainty. Of particular interest is the observation that monetary promotions can amplify the impact of live features on perceived value, provided that the promotion execution is transparent and meets or exceeds expectations (SOR) [21]. Furthermore, time-limited promotions, such as flash deals and limited-time offers, have been shown to elicit feelings of urgency, thereby accelerating purchases by inducing scarcity and utilizing purchase acceleration mechanisms [40, 41]. In accordance with the conclusions of studies by [21, 42, 43, 44], it can be posited that trust and social constructs function as the primary conduits from promotional stimuli to purchasing decisions in the domain of social commerce.

In light of the findings from extant literature reviews and prior studies, the following hypotheses have been postulated in this study:

- H1: Service quality exerts a considerable influence on purchasing decisions.
- H2: Price exert a considerable influence on purchasing decisions.
- H3: Promotion exert a considerable influence on purchasing decisions.
- H4: Service quality, price, and promotions collectively influence purchasing decisions.

The following is the conceptual framework for this research as follows

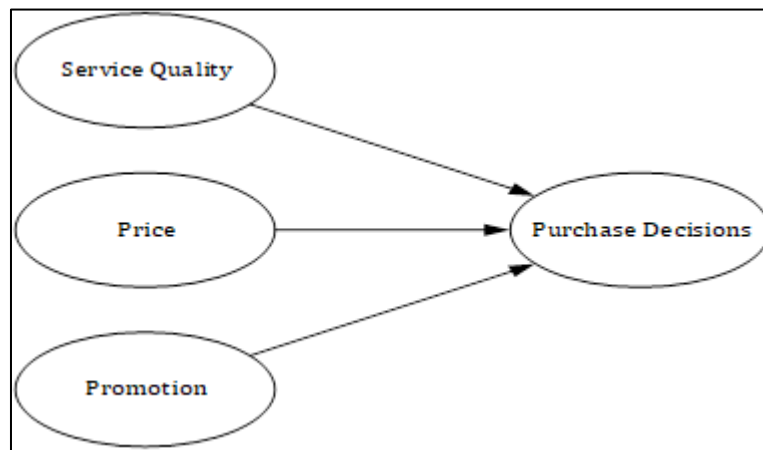


Figure 1 Conceptual Framework

2.2. Research Method

The present study employs a quantitative approach, utilizing a survey design to observe the relationship between exposure and outcome at a single measurement point. The population of this study consists of active TikTok users within the social commerce ecosystem of Tabanan Regency. Subsequently, employing a nonprobability sampling method combined with purposive sampling and inclusion criteria such as having procured a bag via the TikTok Shop platform and being a resident of Tabanan Regency, a total of 100 samples were identified. The instrument employed was a structured Likert scale questionnaire. To obtain the research results, a series of statistical procedures were carried out. These procedures included instrument testing, classical assumption testing, and hypothesis testing. In this study, all estimates and diagnostics were calculated using SPSS.

The variables employed in this study encompass both endogenous and exogenous factors. The former category includes purchasing decisions, while the latter comprises service quality, price, and promotion. The decision to purchase is the culminating stage in the consumer behavior process, commencing from the recognition of needs and culminating in the selection and acquisition of bag products through interaction with suppliers. As indicated by [45], factors contributing to purchasing decisions encompass the aesthetic appeal of the product, the overall pleasantness of the shopping experience, and the influence of friends or influencers.

Service quality is defined as customers' perceptions of the service they receive during the process of purchasing bags through the TikTok Shop platform. According to [46], service quality indicators encompass tangibility, reliability, responsiveness, assurance, and empathy.

The concept of price in this context pertains to the valuation assigned by sellers on the e-commerce platform TikTok Shop. This valuation is not indicative of a low-quality product, but rather signifies a level of quality that may influence consumers' perceptions and purchasing decisions. Price indicators, as outlined by [47], encompass a statement of value, visibility, price determination for demand, direct correlation to income and profit, flexibility, image, and positioning.

The term "promotion" in this context refers to the method of presenting marketing content in the form of videos or photos of bag products that appear on TikTok Shop. The purpose of this promotion is to attract attention and stimulate consumer interest in purchasing. According to the findings of [48], the promotion indicators encompass the following: pulling strategy and pushing strategy.

3. Results

3.1. Characteristics of Respondents

With respect to gender, the majority of respondents were female, constituting 77.4% of the total respondents, while males accounted for only 17%. The percentage of females who were valid for the study was significantly higher than that of males, with 81% of females in the study being valid, compared to only 18% of males. This finding indicates that female participants exhibited a higher level of engagement and activity as TikTok Shop users within the specified research sample. This phenomenon could be indicative of the platform's increased appeal or relevance to female audiences. Regarding age demographics, the majority of respondents fell within the 20-30 age range, constituting 59.4% of the total sample. This was subsequently followed by the 31-40 age group, which accounted for 18.4% of the total. The younger age group, defined as individuals under 20 years of age, constituted 6.6% of the total, while the older age group, defined as those over 40 years of age, accounted for 9.4%. The data indicates a preponderance of respondents from the young adult age group, with a notable female majority.

3.2. Instrument Test

Table 1 Validity and Reliability Test Results

Variables	Item Constructs	Validities		Reliabilities	
		Correlation Coefficient	Information	Cronbach's alpha	Information
Service Quality (X1)	X1.1	0.788	Valid	0.818	Reliable
	X1.2	0.807	Valid		
	X1.3	0.788	Valid		
	X1.4	0.741	Valid		
	X1.5	0.679	Valid		
Price (X2)	X2.1	0.670	Valid	0.781	Reliable
	X2.2	0.742	Valid		
	X2.3	0.635	Valid		
	X2.4	0.702	Valid		
	X2.5	0.692	Valid		
	X2.6	0.702	Valid		
Promotion (X3)	X3.1	0.891	Valid	0.734	Reliable
	X3.2	0.886	Valid		
	Y1.1	0.801	Valid	0.700	Reliable

Purchase Decisions (Y)	Y1.2	0.794	Valid		
	Y1.3	0.777	Valid		

As presented in Table 1, the Pearson Correlation values of the instruments exceed 0.30. Consequently, instruments utilized for data collection through questionnaires are deemed valid. Accordingly, as determined by Cronbach's Alpha coefficient, each variable exhibited a value greater than 0.60. This finding suggests that the instruments are reliable and that the research endeavors are sustainable.

3.3. Classical Assumption Test

As demonstrated in Table 2, the Aseem. Sig. The two-tailed value is 0.200. This value is greater than 0.05, which indicates that the variable is normally distributed.

Table 2 Normality Test Results

		X1 Service Quality	X2 Price	X3 Promotion	Y Purchase Decision
N		100	100	100	100
Normal Parameters ^{a,b}	Mean	17.0300	20.2100	6.8900	10.4600
	Std. Deviation	5.05616	5.38666	2.42001	3.22997
Most Extreme Differences	Absolute	0.156	0.099	0.177	0.153
	Positive	0.156	0.069	0.116	0.088
	Negative	-0.142	-0.099	-0.177	-0.153
Kolmogorov-Smirnov Z		1.560	0.992	1.768	1.532
Asymp. Sig. (2-tailed)		0.095	0.279	0.074	0.088

Source: Data processed, 2025

As presented in Table 3, the Tolerance value exceeds 0.10, while the VIF value is less than 10. Consequently, it can be deduced that multicollinearity is not a concern in the regression model.

Table 3 Multicollinearity Test Results

Independent Variable	Tolerance	VIF
Service Quality (X1)	0.248	4.029
Price (X2)	0.244	4.090
Promotion (X3)	0.484	2.068

Source: Data processed, 2025

Based on Figure 2, it can be seen that in the regression model there is no difference in the variance of the residuals, which means that it is in a state of homoscedasticity (no signs of heteroscedasticity), because there is no clear pattern in the data distribution points in the Scatterplot histogram graph.

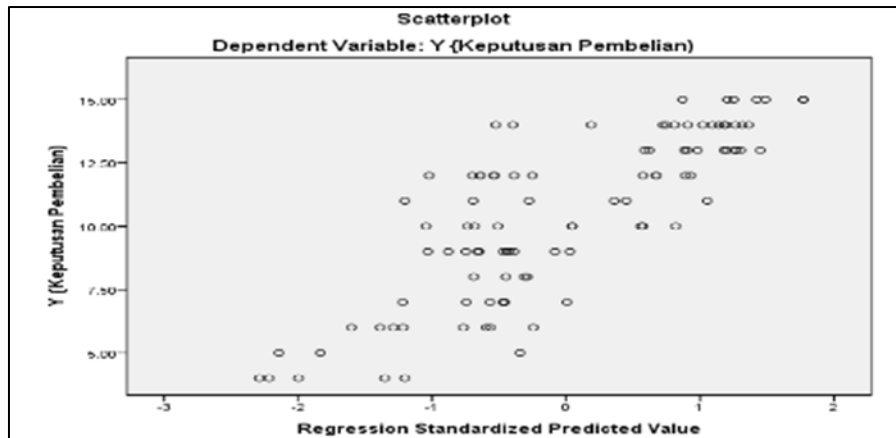


Figure 2 Heteroscedasticity Test Results

3.3.1. Multiple Linear Regression

Pursuant to the findings enumerated in Table 4, the multiple linear regression model equation is as follows: The equation can be expressed as follows: $Y = 0.650 + 0.226X_1 + 0.260X_2 + 0.101X_3 + e$. The findings can be elucidated through the regression coefficients of each variable relationship, as demonstrated below:

The intercept of 0.650 indicates the predicted value of Y when all independent variables are at their baseline, representing the absence of independent variables. Subsequently, the coefficient of 0.226 on X1 signifies that an augmentation of 1 unit in X1, while maintaining constant other variables, will result in an average escalation of 0.226 units in the Y. In a similar vein, the coefficient of 0.260 on X2 signifies that a one-unit increase in X2 exerts a positive influence on Y of 0.260 units. This finding suggests that an enhanced price perception fosters purchase decisions. Conversely, the coefficient of 0.101 on X3 indicates that a one-unit increase in the X3 variable will result in an increase in Y of 0.101 units, under the assumption that other variables remain constant.

Table 4 Data Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.650	0.744		0.875	0.384
	Service Quality (X1)	0.226	0.076	0.354	2.991	0.004
	Price (X2)	0.260	0.072	0.434	3.639	0.000
	Promotion (X3)	0.101	0.113	0.076	0.890	0.376
R 0.666						
R Square 0.655						
F 63.762						
F Sig. 0.000						
a. Dependent Variable: Purchase Decision (Y)						

Source: Data processed, 2025

3.3.2. Coefficient of Determination

In accordance with the findings presented in Table 4, the adjusted R^2 value is 0.655. This indicates that 65.5% of the observed variability in purchasing decisions on the TikTok Shop platform can be attributed to the simultaneous influence of three independent variables: service quality, price, and promotion. In summary, the regression model under consideration appears to account for the majority of the observed variations in purchasing decisions. The residual 34.5% of variability is believed to be influenced by factors external to the model that were not studied, including but not limited to consumer attitudes, income, and market competition.

3.3.3. Multiple Correlation Analysis

Multiple correlation analysis is a statistical technique used to assess the strength of the relationship between independent and dependent variables [49]. As illustrated in Table 4, the correlation value (R) of 0.666 falls within the 0.41 to 0.70 range, indicating a moderate correlation between service quality, price, and promotion on the one hand, and purchasing decisions on the other.

3.3.4. F-test

The F test is a statistical technique used to assess the simultaneous effect of all independent variables included in the model on the dependent variable [50]. The data presented in Table 4 indicates that when evaluated against the F table value—in this study, designated as 2.76—the calculated F value of 63.762 exceeds the established threshold. Additionally, the calculated significance level (0.000) is notably lower than the predetermined threshold of 0.05, suggesting a highly significant result within the statistical framework. Consequently, it can be deduced that there is a simultaneous effect between service quality, price, and promotion on purchasing decisions.

3.3.5. T-test

The t-test is a statistical procedure that aims to determine the extent to which one independent variable can explain its effect on a dependent variable [50]. In this study, the significance level employed is 0.05 ($\alpha = 5\%$), and the t-table value is 1.672. The t-test results presented in Table 4 can be explained as follows: The t-value for the Service Quality variable (X1) is 2.991. This indicates that the t-value is greater than the t-table value (1.672), or $2.991 > 1.672$. The result, which possesses a significance value of 0.000 and is less than 0.05, indicates that the service quality variable (X1) has a positive and significant partial effect on the Purchase Decision. The value for the Price variable (X2) is indicated in the following manner: the t-count for the Price variable is 3.639. This indicates that the t-count value exceeds the t-table value (1.672), or $3.639 > 1.672$. The statistical significance of the Price variable (X2) is indicated by a value of 0.000, which is less than 0.05. This finding suggests that the Price variable (X2) has a positive and significant partial effect on Purchase Decision. The value for the Promotion variable (X3) is 0.890, which is less than the critical t-table value of 1.672 ($\alpha = 0.05$). This finding indicates that the Promotion variable does not have a significant effect on purchasing decisions.

4. Discussion

4.1. The effect of service quality on purchasing decisions

A subsequent investigation into the initial hypothesis revealed a substantial and statistically significant relationship between service quality and the decision to procure bags on TikTok Shop, evidenced by a t-value of 2.991 and a p-value of 0.004, which is less than 0.05. The findings support the initial hypothesis, suggesting a positive influence of service quality on the intent to purchase bags on the TikTok Shop platform. This finding aligns with the theory proposed by [8] in the SERVQUAL model, which posits that service quality comprises dimensions such as reliability, responsiveness, assurance, empathy, and tangible evidence, collectively influencing consumer perceptions. In the context of TikTok Shop, factors such as seller responsiveness during live streaming sessions and the reliability of product information provided are key aspects in building consumer trust and increasing satisfaction. The quality of service is a critical factor in fostering consumer engagement, which in turn significantly impacts purchasing decisions.

The findings of this study corroborate the results of previous studies [19, 21, 29, 30, 31, 32], which demonstrate that superior service quality, characterized by transparent product information and direct interaction with sellers, can mitigate consumer uncertainty and fortify purchase intent. The success of TikTok Shop in providing a satisfactory shopping experience through high-quality service demonstrates that consumers are more likely to make purchases when they feel confident and valued by sellers. Consequently, it is imperative for sellers to prioritize enhancing service quality during interactions with consumers, both through live streaming and in terms of addressing post-purchase concerns, to foster customer loyalty and boost the probability of repeat purchases.

4.2. The effect of price on purchasing decisions

The findings of this study demonstrate that price exerts a positive and significant influence on purchasing decisions, as evidenced by a t-value of 3.639 and a significance level of $p = 0.000$, which is less than 0.05. This outcome substantiates the second hypothesis, thereby validating the assertions made. These results corroborate the hypothesis that price exerts an influence on consumers' perceptions of product value and, consequently, on their purchasing decisions. In the context of perceived value theory [11], consumers evaluate the relative value of the benefits they derive from a product in comparison to the cost they incur. TikTok Shop employs a transparent and equitable pricing strategy, thereby

fostering the establishment of a heightened perceived value. This, in turn, prompts consumers to make purchasing decisions.

Moreover, this price effect aligns with the conclusions of numerous studies [12, 34, 35, 36, 37], which assert that price functions as a signal of quality for consumers. The correlation between price and quality is a well-documented phenomenon in economic theory. When consumers perceive a price to be fair and commensurate with the quality of the product, it has been shown to positively influence their purchasing decisions. Consequently, sellers on TikTok Shop must incorporate price considerations into their marketing strategies, recognizing that price is a pivotal factor influencing consumers' purchasing decisions.

4.3. The effect of promotion on purchasing decisions

A third hypothesis test was conducted, and the findings indicate that promotions do not exert a significant impact on purchasing decisions. The test yielded a t-value of 0.890 and a p-value of 0.376, which exceeds the 0.05 threshold, thereby confirming that the third hypothesis is not supported by the data. This finding stands in contrast to the findings of numerous prior studies that have identified promotions as a significant factor in influencing purchasing decisions, particularly within the context of e-commerce [16, 39]. One potential explanation for this phenomenon is that promotions presented in the form of discounts or limited-time offers may not always provide clear added value for consumers in the context of bag products. Furthermore, consumers who purchase bags on TikTok Shop may prioritize product quality and the overall shopping experience over mere cost savings through promotional offers.

Conversely, while the promotional strategies did not demonstrate a substantial impact, it is noteworthy that promotional approaches incorporating direct consumer engagement, such as promotions integrated with live streaming sessions or interactions with influencers, have the potential to enhance consumer interest in making purchases. For instance, studies [21, 34] demonstrate that the interactivity and trust cultivated during live sessions can enhance consumers' inclination to procure products, even in the absence of substantial price promotions. Consequently, promotions on TikTok Shop may need to be packaged with added value, such as a more immersive experience or offers that align with consumer needs, rather than solely focusing on low prices.

4.4. The influence of service quality, price, and promotion on purchasing decisions

A rigorous examination of the outcomes of the fourth hypothesis test indicates that the combined impact of service quality, price, and promotion on purchasing decisions is statistically significant, with an F-value of 63.762 and a p-value of 0.000. This outcome supports the validity of the fourth hypothesis and underscores the importance of considering the interplay between service quality, price, and promotion in marketing decisions. The coefficient of determination (Adjusted R^2) of 0.655 indicates that approximately 65.5% of the variation in purchasing decisions can be explained by these three independent variables. This finding lends support to the hypothesis that these marketing factors operate in a concurrent manner in shaping purchasing decisions. The model demonstrates that service quality and price exert the most significant influence on purchasing decisions, while promotion exerts a comparatively lesser influence, though it remains a factor in the purchasing process.

These results align with prior studies demonstrating that service quality and price are two pivotal factors influencing purchasing decisions in the context of e-commerce and social commerce [8, 11, 36, 34]. However, these findings also indicate that, although promotions play an important role in attracting consumers' attention, other factors such as service quality and price are more dominant in motivating bag purchases on TikTok Shop. Consequently, sellers must prioritize enhancing service quality and establishing equitable pricing to optimize purchasing decisions. Promotions can function as a complement, expediting the purchasing process when executed effectively.

5. Conclusion

The present study successfully examined the influence of service quality, price, and promotion on the decision to purchase bags on TikTok Shop in Tabanan Regency. Preliminary findings from multiple linear regression analyses suggest that the first and second hypotheses—which posit that service quality and price exert a significant influence on purchasing decisions—have been validated. Conversely, the third hypothesis, which examined the influence of promotion on purchasing decisions, was rejected because promotion did not demonstrate a significant effect. These findings address the research question by demonstrating that service quality and price exert a substantial influence on purchasing decisions, while promotions exert a negligible influence. This study makes a significant contribution to the development of theory in the field of e-commerce and social commerce, particularly in the context of TikTok Shop. It underscores the importance of service quality and price as key factors.

In light of the findings from this study, practitioners utilizing TikTok Shop are counseled to accord primacy to service quality and competitive pricing strategies, in consideration of the substantiated impact of these factors on consumer purchasing decisions. Sellers can enhance direct interactions with consumers, increase product information transparency, and offer prices that align with the value perceived by consumers. This study makes a significant contribution to the academic literature on social commerce and e-commerce by offering a novel theoretical framework that elucidates the interplay between service quality and price in shaping consumer behavior in these contexts. For future research, it is recommended to explore other variables, such as the role of influencers or social interactions in live streaming. Additionally, the sample coverage should be expanded to include more regions or market segments. The employment of sophisticated methodologies, including structural models and experiments, can facilitate a more profound comprehension of the dynamics underlying purchasing decisions on digital platforms.

Compliance with ethical standards

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Disclosure of conflict of interest

The authors declare that there is no conflict of interest regarding the publication of this research.

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