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TITLE

**FACTORS THAT AFFECTING CONSUMER PURCHASE
INTENTION ON TIKTOK SHOP**

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ABSTRACT

TikTok application is first built for creating video content. Now, with a new feature, namely “TikTok Shop”, the app is booming and well-received by many TikTok users. However, limited studies have examined Consumer-Brand Identification, Brand Trust, and Social Motivation on Purchase Intentions on TikTok Shop. Therefore, the paper aims to propose a study that examines the relationship between Consumer-Brand Identification, Brand Trust, and Social motivation toward Purchase Intention on TikTok Shop. This study has used Theory of Planned Behavior as the underlying theory. This study has collected a sample of 430 TikTok Shop users in East Jakarta using an online survey. The data collection were analyzed using SPSS. This study has conducted descriptive analysis, test of normality, reliability analysis, regression analysis, and hypotheses test. Based on the analysis that has been done, consumer-brand identification, brand trust, and social motivation have significant relationship on purchase intention on TikTok Shop. This research also includes a discussion of the study, limitations, recommendations and conclusion.

Keywords: Purchasing Intention, Social Motivation, Brand Trust, TikTok



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TABLE OF CONTENT

ABSTRACT.....	i
TABLE OF CONTENT	ii
LIST OF PICTURES	iv
LIST OF TABLE.....	v
CHAPTER 1 INTRODUCTION	1
1.1 BACKGROUND OF THE STUDY	1
1.2 PROBLEM STATEMENT	3
1.3 REASEARCH OBJECTIVE.....	4
1.4 RESEARCH QUESTION.....	4
1.5 DEFINITIONS OF KEY TERMS	4
1.6 SIGNIFICANT OF STUDY	5
1.7 CHAPTER CONCLUSION.....	6
CHAPTER 2 LITERATURE RIVIEW.....	7
2.1 DEPENT VARIABLE.....	7
2.2 INDEPENDENT VARIABLE	8
2.3 UNDERPINNING THEORY.....	10
2.4 CONCEPTUAL FRAMEWORK	11
2.5 HYPOTHESIS DEVELOPMENT.....	11
CHAPTER 3 RESEARCH METHODOLOGY	14
3.1 RESEARCH DESIGN	14
3.2 POPULATION	14
3.3 SAMPLE SIZE	14
3.4 UNIT OF ANALYSIS	15



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3.5	SAMPLE DESIGN	15
3.6	QUESTIONNAIRE DESIGN.....	16
3.7	DATA COLLECTION	20
3.8	CHAPTER SUMMARY	20
CHAPTER 4 DATA ANALYSIS		21
4.1	CHAPTER INTRODUCTION	21
4.2	DESCRIPTIVE ANALYSIS	21
4.3	PILOT TEST	26
4.4	TEST OF NORMALITY	26
4.5	RELIABILITY ANALYSIS.....	27
4.6	CORRELATIONS.....	28
4.7	REGRESSION ANALYSIS	29
4.8	HYPOTHESIS	31
4.9	CHAPTER CONCLUSION.....	31
CHAPTER 5 DISCUSSION.....		33
5.1	CHAPTER INTRODUCTION	33
5.2	SUMMARIZATION AND INTERPRETATION	33
5.3	IMPLICATION OF STUDY.....	35
5.4	LIMITATION AND RECOMMENDATION FOR FUTURE STUDIES	36
5.5	CONCLUSION	37
REFERENCES.....		39



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LIST OF PICTURES

Picture 1 Growing Graphic of TikTok Shop..... 2





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LIST OF TABLE

Table 1 Frequency and Percentages of Participants' Gender	21
Table 2 Frequency and Percentages of Participants' Age.....	22
Table 3 Frequency and Percentages of Participants' Educational Level	23
Table 4 Frequency and Percentages of Participants' Salary	24
Table 5 Descriptive Analysis	25
Table 6 Pilot Test	26
Table 7 Test of Normality.....	26
Table 8 Reliability Analysis	27
Table 9 Case Processing Summary	28
Table 10 Correlations	28
Table 11 Model Summary.....	29
Table 12 Anova	29
Table 13 Coefficients.....	31
Table 14 Summary Hypothesis Testing	31

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CHAPTER 1 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

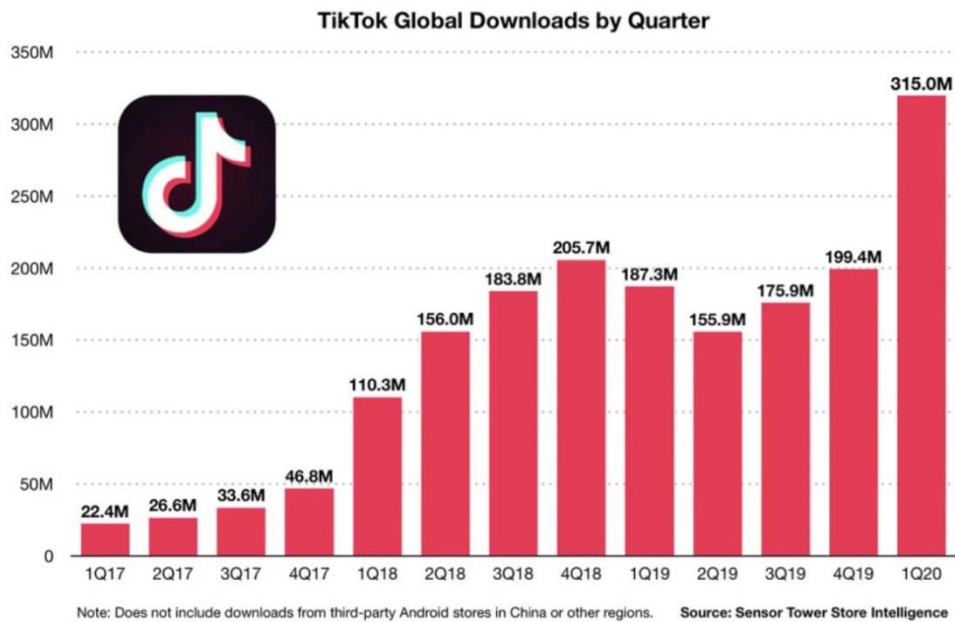
As time goes by, technology is evolving. Technology has an important role in online business as well. At that time, companies and people are selling goods and services through e-commerce, such as Shopee. The number of positive comments from buyers also affects the increase in online sales and purchases of goods and services. In addition, there are also social media that can be used for doing business. For example, Facebook, which first functioned as an application to exchange messages each other, upload pictures and videos, and also write a status. But now Facebook also be used as an online business application. In addition, there is also Instagram where the application is a place to share moments in the form of photos and videos. However, currently Instagram also has a business feature, that is the application can connect Instagram users to online sales websites. Online business has increased especially since the Covid-19 pandemic emerged, where everyone feels very anxious and restless about the possibility of being infected with the Covid 19 virus (Ahorsu et al., 2020). In addition, the spread of the Covid-19 pandemic virus also causes customer behavior and purchasing methods by forcing businesses to face new situation and complex things (e.g. Belarmino et al., 2021). All activities cannot be done outside the home, so people study, work, and buy goods online. Therefore, shopping features on social media are very beneficial, as the rate of online product purchases is increasing. Consumers are actively engaged in shopping for products and services online using mobile phones (Phau et al., 2000). Almost all businesses use social media to promote their products and services (VanMeter et al., 2015) and as a platform for e-commerce activities (Hanet al., 2018).

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Social media that has not too long time has innovation in the business side, namely TikTok. TikTok is a social media application for making creations in the form of videos with a duration of 15 seconds to 3 minutes. The beginning of TikTok in 2016, under the name ByteDance, was a social media with a short duration video feature. Then, TikTok users significantly grow during the start of Covid-19 in 2020. According to news reports by Arie (2020), 315 million people downloaded TikTok during the first quarter of 2020.

Picture 1 Growing Graphic of TikTok Shop



TikTok acts as an entertainment media in the form of photos and videos, but has developed so that it can carry out buying and selling activities through both applications. In April 2021, TikTok launched the "Shop" feature with the concept of social commerce. With the TikTok Shop feature, users can sell and create content for promotion. The advantage of TikTok Shop is that consumers can directly buy products on the platform without having to visit the selected brand's website. However, it is necessary to understand how consumer brand identification, brand



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trust, and social motivation affect purchase intention on the TikTok application.

1.2 PROBLEM STATEMENT

The beginning of TikTok in 2016, under the name ByteDance, was a social media with a short duration video feature. Then, at the beginning of Covid-19 in 2020 TikTok users increased dramatically. Based on news written by Arie (2020) stated that TikTok received 315 million downloads in the first quarter of 2020. After the increase in TikTok users, TikTok released a new feature, namely TikTok Shop in April 2021 (Kompas.com, 2023). But, with the additional new features such as TikTok Shop, consumers are still reluctant to buy on TikTok shop, because they are still not trusting the application. Gufron (2023) conveyed about consumer experience in buying shoe products at TikTok Shop, but the goods that came were mats. This can affect consumer confidence to make purchases at TikTok Shop. Moreover, many preferences in selecting of e-commerce shopping platform due to their experience. Therefore, it is necessary to understand the influence of consumer brand. Then consumers have high expectations of the products to be purchased. Therefore, consumers definitely choose to buy brands that are very attached to themselves at TikTok Shop. So, TikTok Shop must ensure that consumers want to buy suitable brands through TikTok Shop. However, limited studies have investigated the influence of consumer-brand identification, brand trust, and social motivation on purchase intention on the TikTok application in the Indonesian context.



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1.3 RESEARCH OBJECTIVE

- 1 To examine the effect of consumer-brand identification on purchase intention on TikTok Shop.
- 2 To examine the impact of brand trust on purchase intention on TikTok Shop.
- 3 To examine the effect of social motivation on purchase intention on TikTok Shop.

1.4 RESEARCH QUESTION

- 4 Does consumer-brand identification impact purchase intention on TikTok Shop?
- 5 Does brand trust affects purchase intention on TikTok Shop?
- 6 Does social motivation affects purchase intention on TikTok Shop?

1.5 DEFINITIONS OF KEY TERMS

Purchase Intention – Consumer purchase intention is defined as a consumer's conscious plan to buy a product derived from personal processes and evaluative and normative judgments (Visentin et al., 2019). According to (Limbu et al., 2012) purchase intention is defined as a person's planning to purchase goods or services in the future. Beside that, purchase intention is a person's willingness to plan or buy a product in the future (Wu et al., 2011).

Consumer - Brand Identification – Research has consensually defined consumer – brand identification as a consumer’s psychological state of perceiving, feeling, and valuing his or her belongingness with a brand (Lam et al., 2013). Consumer-Brand The level of psychological one that consumers feel with a brand is defined as identification, and it depends on how accurately the brand mirrors the consumer's own identity (Yang et al., 2018; Stokburger-Sauer and Teichmann, 2013). According to (Lam et al.,



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2010, p. 129; Donovan et al., 2006; Lam et al., 2012), consumer brand identification is the psychological state of the customer in understanding, feeling, and judging his ownership with a brand.

Brand Trust – Brand trust is a psychological state that comprises a set of accumulated presumptions about the brand’s validity, integrity, and goodness (Gurviez & Korchia, 2003). According to (Delgadoet al., 2003), brand trust is the confident expectations of the brand’s reliability and intention.

Social Motivation – According to (Chevallier, Kohls, Troiani, Brodtkin, & Schultz, 2012), social motivation determines human behavior because it influences the psychological and biological predisposition of individuals to a certain social environment.

1.6 SIGNIFICANT OF STUDY

First, this research can contribute to marketers or managers who promote and sell products or services at TikTok Shop. With this research, marketers or managers can learn that consumer-brand identification, brand trust, and social motivation can be a consideration for consumers in making purchases at TikTok Shop. Thus, marketers and managers can create marketing strategies and increase sales innovations that are suitable for attracting consumer attention.

The second contribution, namely this research can be useful for the government to analyze how much TikTok Shop contributes to improving the economy in Indonesia. So, the government can provide full support to TikTok Shop for the shop feature so that it can help sellers to sell goods or services for better economic progress in Indonesia.

This research can also help TikTok Shop to find out what makes consumers have purchase intentions at TikTok Shop. Thus, TikTok Shop can improve some features and sales requirements on TikTok Shop, for



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example by requiring sellers to create content in the form of brand testimonials, as well as positive comments from consumers who have purchased brands on TikTok Shop.

1.7 CHAPTER CONCLUSION

TikTok Shop is one of the social media that makes developments and innovations, namely by holding a shop feature. However, there are several problems found in this study, namely consumers are still reluctant to buy at TikTok shop, because they still do not trust the application. In addition, many preferences in choosing an e-commerce shopping platform are due to experience. Therefore, it is necessary to understand consumer brand influence. In addition, limited research has investigated the influence of consumer brand identification, brand trust, and social motivation on purchase intention on the TikTok Shop in the Indonesian context.



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CHAPTER 5 DISCUSSION

5.1 CHAPTER INTRODUCTION

This chapter contains a brief summary and conclusion regarding the results of the research that has been carried out. In this chapter there are several parts, such as summarization and interpretation, implications that can be given from this research, limitations and recommendations for future studies and conclusion.

5.2 SUMMARIZATION AND INTERPRETATION

The increasing use of social media has led to new innovations made by social media, such as Instagram, Facebook, and TikTok. An update made by TikTok is to create a store feature. Thus, TikTok app users not only use the app to create and watch videos, but can also buy or sell products or services.

However, implementing the use of the shop feature in the TikTok Shop application is also not that easy, because consumers are still reluctant to buy at TikTok shop, because they still don't trust the application. Then consumers have high expectations of the product to be purchased. Therefore, consumers definitely choose to buy brands that are very attached to themselves at TikTok Shop. Therefore, this study was conducted to determine that consumer brand identification, brand trust, and social motivation have an influence on consumer purchase intentions at TikTok Shop.

This research was conducted by taking 430 samples from TikTok Shop users in Jakarta, Indonesia. Based on the results of the analysis



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conducted through SPSS, there are several summaries of hypothesis testing, including:

1. Consumer-Brand Identification and Purchase Intention

Based on the statement in section 2.5.1 according to CBI, a brand represents who I am to a consumer (Johnson et al., 2011; Ma, 2020) and helps them in numerous ways to construct their self-concept (Ma, 2020). When consumers feel that they have a self-identity by using certain models and types of brands, it will provide purchase intention from consumers at TikTok Shop. In addition, after testing the hypothesis, it can be seen that the significant value in the consumer-brand identification variable is less than 0.05. So, the resulting hypothesis is "consumer-brand identification has an influence on purchase intention".

2. Brand Trust and Purchase Intention

Based on the statement in section 2.5.2 high levels of trust are accompanied by confidence in the organization's dependability, validity, honesty, and excellent quality, which considerably increases the buy intention (Huang et al., 2020). Brand Trust is an important thing for consumers to buy products or services. When consumers have a good experience with the goods or services they have purchased, trust in the brand will arise and will lead to purchase intention. If a brand that is trusted by consumers makes sales at TikTok Shop, then consumers will easily make purchase transactions in the application.

Based on the results of hypothesis testing, it can be seen that the significant value of the brand trust variable is less than 0.05. So, the resulting hypothesis is "brand trust has an influence on purchase intention".

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3. Social Motivation and Purchase Intention

Based on the statement in section 2.5.3, consumers are influenced by peers in terms of moral judgment and financial acumen (Gentina et al., 2016). People may also exchange or look for product information from strangers and their own personal social networks (Hilverda et al., 2017). Social motivation can occur, for example, when consumers feel interested in buying a product or service at TikTok Shop on the advice and opinions of friends, friends, or other people.

After testing the hypothesis, it can be seen that the significant value in the social motivation variable is less than 0.05. So, the resulting hypothesis is "social motivation has an influence on purchase intention".

5.3 IMPLICATION OF STUDY

5.3.1 Theory Implication

Researchers conducted this research by determining variables from several previous studies and creating their own framework. Thus, there is no similarity with previous studies related to purchase Intention. The study was supported by Theory of Planned Behavior because all the hypotheses are significant.

5.3.2 Practicality Implication

Based on the analysis that has been done, it can be seen that consumer-brand identification, brand trust, and social motivation have an influence on purchase intention on TikTok Shop. Therefore, this research can provide implications for business people and TikTok, such as providing information that consumer-brand identification, brand trust, and social motivation

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need to be considered so that consumers are interested in purchasing products at TikTok Shop. Sellers can also improve product quality so that consumers feel safe and trust the brands found at TikTok Shop. In addition, business people can also ask for opinions, suggestions, and ratings from consumers who have purchased products, if the ratings and opinions given by consumers are positive, then this can influence other TikTok users to buy products, so that social motivation in purchasing products at TikTok Shop can increase.

5.3.3 Empirical Implication

This research can be a reference for researchers to conduct research related to purchase intention which is influenced by consumer-brand identification, brand trust, and social motivation or with other variables. With the increase in research related to purchase intention, there is also more information related to variables that can influence consumer purchase intention, especially at TikTok Shop.

5.4 LIMITATION AND RECOMMENDATION FOR FUTURE STUDIES

During the research, the researcher felt that there were several limitations and obstacles that needed to be evaluated and improved in further research. This research has several weaknesses, including:

1. The survey was only conducted online because of different locations with researchers
2. There was little time available to obtain data from respondents, so researchers found it difficult to obtain data with a minimum of 384 respondents.



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3. Researchers cannot control all answers from respondents, so the same answers were found from each variable, for example: in the brand trust variable, respondents answered with the same number in all questions.

For further research, it is recommended to choose variables that are general enough and easy to find in journals and the right theory to support research. In addition, it is recommended to use variables that can keep up with trends, especially those that affect purchase intention at TikTok Shop, this can help entrepreneurs to always analyze existing studies as evaluation material and TikTok application management to develop new features that can increase consumer purchase intention.

5.5 CONCLUSION

This study investigated the influence of consumer-brand identification, brand trust, and social motivation on consumer purchase intention on TikTok Shop. It was conducted by taking 430 samples from TikTok Shop users in Jakarta, Indonesia. The results showed that the significant value in the consumer-brand identification variable was less than 0.05, suggesting that consumer-brand identification has an influence on purchase intention. Brand trust and purchase intention are two important factors for consumers to consider when making purchases at TikTok Shop. Brand trust is accompanied by confidence in the organization's dependability, validity, honesty, and excellent quality, which increases purchase intention. Social motivation and purchase intention are also influenced by peers in terms of moral judgment and financial acumen. The study found that the significant value of the social motivation variable was less than 0.05, suggesting that social motivation has an influence on purchase intention. This research found that consumer-brand identification, brand trust, and social motivation have an influence on purchase intention on TikTok Shop. This research can provide implications for business people and TikTok, such as providing information that



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consumer-brand identification, brand trust, and social motivation need to be considered. It can also be a reference for researchers to conduct research related to purchase intention. However, there are several limitations and obstacles that need to be evaluated and improved in further research. For further research, it is recommended to choose variables that are general enough and easy to find in journals and the right theory to support research.





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