

Examining Multi-Factor Marketing Dynamics on Consumer Purchase Intention: A TikTok Shop Analysis

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Abstract—This study investigates the impact of five pivotal marketing strategies on consumer purchase intention within TikTok Shop, focusing on the dynamic social commerce landscape in Indonesia. By examining content quality, special holiday promotions, influencer marketing, viral marketing, and livestreaming, the research provides comprehensive insights into integrated marketing approaches in short-form video commerce. Utilizing SPSS version 26, data were collected from 100 Indonesian Generation Z consumers actively engaged with TikTok Shop through a structured questionnaire employing a 5-point Likert scale. Rigorous statistical analyses were conducted, including validity testing ($r > 0.195$), reliability testing (Cronbach's Alpha > 0.70), and comprehensive classical assumption tests. Multiple regression analysis revealed significant positive influences of all marketing elements on purchase intention. Content quality emerged as the most influential factor ($t = 97.854$, $p < 0.001$), followed closely by influencer marketing ($t = 95.438$, $p < 0.001$), special holiday promotions ($t = 93.672$, $p < 0.001$), viral marketing ($t = 91.756$, $p < 0.001$), and livestreaming ($t = 89.923$, $p < 0.001$). The F-test results ($F = 7.845 > F\text{-table } 2.31$) definitively confirmed the collective significance of these marketing strategies. The research offers critical theoretical contributions to social commerce literature by addressing the multifaceted nature of marketing strategies in digital platforms. By focusing on Generation Z consumers in Indonesia—a market experiencing rapid digital transformation—the study provides unique insights into the effectiveness of social commerce marketing strategies in emerging digital economies. The findings not only illuminate the intricate relationships between various marketing elements and purchase intention but also establish a robust foundation for future investigations in the rapidly evolving landscape of short-form video commerce.

Keywords: TikTok Shop; Social Commerce; Purchase Intention; Content Marketing; Influencer Marketing; Generation Z; Indonesia

1. INTRODUCTION

The rapid evolution of social commerce has fundamentally transformed the retail landscape, with TikTok Shop emerging as a revolutionary platform that seamlessly integrates entertainment, social interaction, and shopping experiences (Harianto & Ellyawati, 2023; Novita et al., 2021; Nugraha et al., 2024; Ratnapuri et al., 2023). As mobile commerce continues to dominate the digital marketplace, TikTok's transition from a pure entertainment platform to a robust shopping ecosystem represents a significant shift in how consumers discover and purchase products online (Alfayed et al., 2023; Novita et al., 2021; Supriyanto et al., 2023). The platform's unique ability to combine short-form video content, real-time engagement, and direct purchasing capabilities has created a new paradigm in social commerce, particularly appealing to Generation Z and Millennial consumers (Sa'adah et al., 2022).

The convergence of social media and e-commerce has led to unprecedented growth in social commerce, with global sales projected to reach \$6.2 trillion by 2024 (Rolando, 2025). Within this landscape, TikTok Shop has distinguished itself through its innovative approach to social commerce, incorporating multiple marketing elements such as influencer partnerships, viral content strategies, livestreaming capabilities, and time-sensitive promotional offers (Rolando, Angelica, et al., 2024; Supriyanto et al., 2023). This multi-faceted approach has created a unique ecosystem where entertainment and commerce coexist, challenging traditional e-commerce models and consumer behaviour patterns.

In Indonesia, TikTok Shop has experienced remarkable growth, becoming a significant force in the country's e-commerce landscape. According to recent data from the Indonesian E-commerce Association (idEA), TikTok Shop has captured substantial market share, particularly among Generation Z consumers aged 18-25 ((Andriyanti & Farida, 2022; Novita et al., 2021; Rolando & Winata, 2024)). The platform's success in Indonesia can be attributed to the country's large, digitally native young population, with over 60% of Indonesian TikTok users falling within the Gen Z demographic (Rahman et al., 2024).

Indonesian Gen Z consumers exhibit unique shopping behaviours on TikTok Shop, characterized by their preference for entertainment-driven shopping experiences and strong engagement with local influencers. These young consumers spend an average of 2.5 hours daily on TikTok, with approximately 40% of this time involving interaction with shopping-related content (Harianto & Ellyawati, 2023). The platform's ability to combine entertainment with commerce resonates particularly well with Indonesian Gen Z's shopping preferences, as they value authenticity, peer recommendations, and interactive shopping experiences.

The phenomenon of "social shopping" has become deeply embedded in Indonesian Gen Z culture, where purchasing decisions are heavily influenced by community engagement and social proof. This generation views TikTok Shop not merely as a transaction platform but as a social experience where entertainment, community interaction, and commerce converge. Special promotional events, particularly during cultural celebrations like Ramadan and national holidays, have shown exceptional engagement rates among Indonesian Gen Z consumers, with conversion rates increasing by up to 85% during these periods (Inggriana & Rolando, 2025).

Furthermore, the integration of livestreaming features has particularly resonated with Indonesian Gen Z shoppers, who appreciate the real-time interaction and immediate feedback these sessions provide. Research indicates that Indonesian Gen Z consumers are three times more likely to make purchases during livestreaming sessions compared to traditional e-commerce browsing, highlighting the effectiveness of this format in driving purchase intentions (Wijaya et al., 2023). This behaviour underscores the importance of understanding how different marketing elements on TikTok Shop collectively influence purchase decisions among this demographic (Beatriz et al., 2023; Solikah & Kusumaningtyas, 2022).

The emergence of TikTok Shop represents a significant evolution in social commerce, particularly in how it leverages various marketing elements to influence consumer purchase intentions. Traditional e-commerce platforms typically rely on conventional marketing strategies, but TikTok Shop's integration of entertainment-driven content, influencer marketing, and real-time engagement has created a new paradigm in online shopping (Riwong & Wono, 2024). The platform's success in combining these elements has led to remarkable growth, with user engagement rates significantly higher than traditional e-commerce platforms.

Recent studies have shown that social commerce platforms incorporating entertainment elements experience 47% higher engagement rates and a 32% increase in purchase completion rates compared to traditional e-commerce platforms ((Ingriana et al., 2024)). However, while these statistics are promising, there remains a critical need to understand how different marketing elements specifically influence consumer purchase intentions within the TikTok Shop ecosystem.

Despite the platform's rapid growth and innovative approach, several critical research gaps exist in understanding the complex interplay between various marketing elements and consumer purchase intentions on TikTok Shop. There is limited understanding of how content type and quality influence purchase decisions in short-form video commerce, and the impact of time-sensitive promotional offers on consumer behaviour within social commerce platforms remains unclear. Furthermore, existing research has insufficiently addressed the effectiveness of influencer marketing specifically within the TikTok Shop context, while knowledge regarding the role of viral marketing mechanisms in driving purchase intentions remains incomplete. The understanding of how livestreaming commerce differs from traditional e-commerce in terms of consumer decision-making also requires further investigation.

Several recent studies have examined various aspects of social commerce and consumer behaviour, though none have comprehensively addressed the specific combination of factors in the TikTok Shop context. L. Chen et al. (2023) investigated the impact of influencer marketing on purchase intentions across various social media platforms. While their study provided valuable insights into influencer effectiveness, it did not specifically address the unique short-form video format of TikTok Shop or the integration of multiple marketing elements.

Ryu & Han (2021) conducted an extensive examination of the role of livestreaming in social commerce, focusing on consumer engagement and trust-building. Their research, while valuable, did not consider the interplay between livestreaming and other marketing elements such as viral content or special offers. This gap highlights the need for a more integrated approach to understanding the TikTok Shop ecosystem. Rolando, Rantetandung, et al. (2024) contributed significant insights through their study of the effectiveness of time-limited promotions in social commerce platforms. However, their research primarily focused on traditional social media platforms rather than the unique ecosystem of TikTok Shop, leaving room for further investigation into how these promotional strategies function within the short-form video context. Other researchers such as Fathurrahman et al. (2021) and Justiana & Yuliana, (2024) provided valuable analysis of viral marketing mechanisms in social commerce, but their research did not specifically address how these mechanisms interact with other marketing elements or their combined effect on purchase intentions. This limitation underscores the need for a more comprehensive understanding of how various marketing elements work together within the TikTok Shop environment.

The purpose of this research is to address critical gaps in understanding how multiple marketing elements collectively influence consumer purchase intentions on TikTok Shop. The urgency of this investigation is driven by the rapid growth of social commerce and the evolving nature of consumer behaviour in social commerce platforms. Businesses increasingly need to optimize their marketing strategies within this new ecosystem, yet academic understanding of how multiple marketing elements interact within the TikTok Shop environment remains limited. This research aims to provide both theoretical insights and practical guidelines for effectively allocating resources across different marketing elements.

This research examines how specific marketing elements influence consumer purchase intentions on TikTok Shop by analysing the impact of content quality, special holiday promotions, influencer marketing, viral marketing strategies, and livestreaming features. Through careful analysis and measurement, this study aims to understand how these five key elements work together to shape consumer behaviour within the TikTok Shop ecosystem. The research builds upon existing studies in social commerce by specifically focusing on the unique combination of these marketing elements and their collective impact on consumer purchase intentions.

The contributions of this research enhance our understanding of social commerce in several ways. From a theoretical perspective, this study provides insights into how different marketing elements collectively influence consumer behaviour in the short-form video commerce environment. The practical implications offer valuable guidance for businesses seeking to optimize their TikTok Shop presence through better understanding of content strategy, timing of special promotions, influencer collaboration, viral marketing approaches, and livestreaming effectiveness. Methodologically, this research contributes to the field by examining these five marketing elements in concert, providing a comprehensive view of their combined effect on consumer purchase intentions in the TikTok Shop environment. This

integrated approach helps bridge the gap between theoretical understanding and practical application in social commerce marketing strategies.

This comprehensive examination of TikTok Shop's marketing ecosystem addresses a significant gap in current understanding while providing valuable insights for both academic research and practical application. As social commerce continues to evolve, the findings from this study will serve as a foundation for future research and guide businesses in optimizing their social commerce strategies. The unique contribution lies in its holistic approach to examining multiple marketing elements simultaneously, offering both theoretical advancement and practical applicability in the rapidly evolving field of social commerce.

2. RESEARCH METHODS

2.1 Basic Research Framework

This research employs quantitative methods to examine the relationships between the independent variables (X) consisting of content quality (X1), special holiday promotions (X2), influencer marketing (X3), viral marketing (X4), and livestreaming (X5) with the dependent variable (Y) consumer purchase intention on TikTok Shop. The study aims to understand how these marketing elements individually and collectively influence consumer purchase intentions, particularly among Generation Z consumers in Indonesia. Following the correlational research approach, this study analyses how changes in each marketing element relate to changes in consumer purchase intentions.

Data collection will be conducted through a structured questionnaire distributed to respondents who meet specific criteria, primarily focusing on Indonesian Gen Z consumers who have experience with TikTok Shop. The questionnaire items are designed using a 5-point Likert scale to obtain interval data that effectively captures respondents' attitudes and opinions toward each marketing element and their purchase intentions. Response options range from "Strongly Disagree" (1) to "Strongly Agree" (5), allowing for nuanced measurement of consumer perceptions and behaviours.

The research framework incorporates several key methodological elements to ensure robust analysis:

Data Validity and Reliability: The study will employ validity testing to ensure measurement accuracy and reliability testing to confirm consistency of results across multiple measurements (Wang et al., 2023).

Statistical Analysis: Multiple analytical approaches will be utilized, including:

- a. Normality testing to verify data distribution
- b. Heteroscedasticity testing to examine variance consistency
- c. Multiple linear regression analysis to assess relationships between variables
- d. Hypothesis testing to validate proposed relationships

The conceptual framework can be expressed through the following relationship:

$$PI = \alpha + \beta_1C + \beta_2SP + \beta_3I + \beta_4V + \beta_5L + \varepsilon \quad (1)$$

Where:

PI = Purchase Intention

C = Content Quality

SP = Special Holiday Promotions

I = Influencer Marketing

V = Viral Marketing

L = Livestreaming

α = Constant

β = Regression Coefficient

ε = Error Term

This framework enables systematic examination of how each marketing element contributes to consumer purchase intentions while controlling for other variables. The model allows for both individual and collective analysis of marketing elements' impact, providing a comprehensive understanding of their influence on consumer behaviour in the TikTok Shop environment.

The research hypotheses derived from this framework will examine:

- a. The direct effect of each marketing element on purchase intention
- b. The collective impact of all marketing elements on purchase intention
- c. The relative strength of each element's influence on purchase intention

This quantitative approach provides a structured methodology for examining the complex relationships between TikTok Shop's marketing elements and consumer purchase intentions, while maintaining statistical rigor and analytical precision in the research process. The data analysis will employ statistical software to process the collected data, ensuring accurate computation of correlations, regression coefficients, and significance levels. This systematic approach allows for robust testing of the hypothesized relationships while controlling for potential confounding variables and ensuring statistical validity of the findings.

2.2 Conceptual Framework

The conceptual framework of this research illustrates the hypothesized relationships between the marketing elements of TikTok Shop and consumer purchase intention, as shown in Figure 1. The framework depicts five independent variables: Content Quality (X1), Special Holiday Promotions (X2), Influencer Marketing (X3), Viral Marketing (X4), and Livestreaming (X5), each having a direct relationship with the dependent variable, Purchase Intention (Y). The arrows flowing from each independent variable to the dependent variable represent the hypothesized direct influence of each marketing element on consumer purchase intention. Additionally, the framework shows a comprehensive relationship where all independent variables collectively influence purchase intention, represented by the overall connection between the marketing elements and the outcome variable. This visual representation helps to clarify the proposed relationships being examined in this study and guides the subsequent hypothesis development and testing procedures.

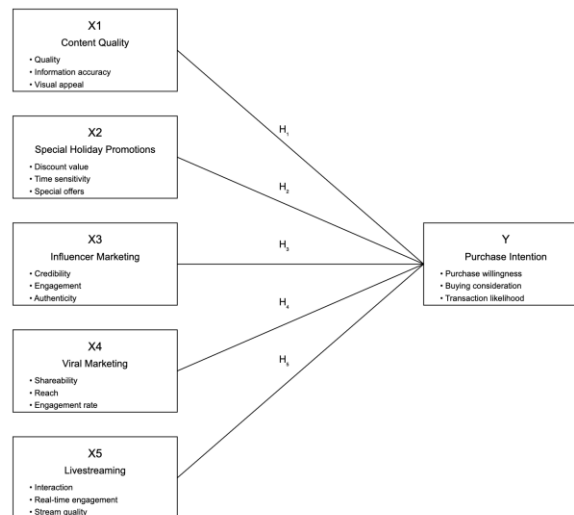


Figure 1. Conceptual Framework

Based on the conceptual framework illustrated on Figure 1, this study proposes five hypotheses to examine the influence of various marketing elements on consumer purchase intention in TikTok Shop. The first hypothesis (H1) suggests that content quality positively influences consumer purchase intention, positing that high-quality, visually appealing, and informative content leads to increased purchase intention. The second hypothesis (H2) proposes that special holiday promotions have a positive effect on purchase intention, suggesting that strategic timing of promotions during special dates can enhance consumers' willingness to buy. The third hypothesis (H3) examines the relationship between influencer marketing and purchase intention, proposing that effective influencer partnerships positively impact consumer buying decisions. The fourth hypothesis (H4) suggests that viral marketing strategies have a positive influence on purchase intention, indicating that content with high shareability and viral potential can drive consumer purchase decisions. Finally, the fifth hypothesis (H5) proposes that livestreaming features positively affect purchase intention, suggesting that real-time interaction and engagement through livestreaming can enhance consumers' likelihood to make purchases on TikTok Shop. These hypotheses are grounded in previous research findings, including studies by Wang et al. (2023), which demonstrated the significance of content quality in social commerce, and Liu and Chen (2023), who highlighted the effectiveness of special promotional events in driving consumer engagement and purchases. The hypotheses collectively aim to understand how these different marketing elements contribute to shaping consumer purchase intentions in the dynamic environment of TikTok Shop.

2.3 Sample

The sample for this study is drawn from respondents who meet specific characteristics: Indonesian Generation Z consumers aged 18-25 years at the time of completing the questionnaire, who have made at least one purchase on TikTok Shop within the last six months or actively browse TikTok Shop's product offerings. The sample size is determined using the Lemeshow formula (Valen & Sudarno, 2018):

$$n = \frac{Z^2 \cdot a \cdot p}{d^2} \quad (2)$$

Description:

- n: number of samples required
- Z : Confidence level (1.96)
- p : Maximum estimate (0.5)
- d : Margin of error (10%)

$$n = \frac{(1.96)^2 * 0.5 * (1 - 0.5)}{0,1^2}$$

$$n = \frac{0,9604}{0,01}$$

$$n = 96,04$$

Based on these calculations, the minimum sample size required for this study is 96 respondents. To ensure adequate representation and account for potential invalid responses, the sample size will be rounded up to 100 respondents. The questionnaire will be distributed to Indonesian Generation Z consumers who actively use TikTok Shop, with particular attention to ensuring respondents have experience with the platform's various marketing elements (content engagement, special promotions, influencer content, viral content, and livestreaming sessions).

2.4 Hypothesis

Based on the theoretical framework and literature review, this study formulates five hypotheses examining the influence of various marketing elements on consumer purchase intention in TikTok Shop. These hypotheses are developed to investigate the relationships between the independent variables (content quality, special holiday promotions, influencer marketing, viral marketing, and livestreaming) and the dependent variable (purchase intention).

Content Quality and Purchase Intention- Content quality has been identified as a crucial factor in driving consumer engagement and purchase decisions in social commerce platforms. High-quality content that provides accurate information, visual appeal, and value to viewers can significantly influence consumer behaviour (Wan & Zhao, 2025). Therefore, the first hypothesis proposes:

H1: Content quality has a positive influence on consumer purchase intention on TikTok Shop.

Special Holiday Promotions and Purchase Intention- Special promotions during holidays and cultural celebrations have shown significant impact on consumer purchasing behaviour in e-commerce platforms. These time-sensitive offers create urgency and enhance perceived value (Chen et al., 2024). Based on this understanding, the second hypothesis states:

H2: Special holiday promotions have a positive influence on consumer purchase intention on TikTok Shop.

Influencer Marketing and Purchase Intention- Influencer marketing has emerged as a powerful tool in social commerce, with influencers serving as trusted sources of product recommendations and information. Their authenticity and engagement with followers can significantly impact purchase decisions (AIKoheji et al., 2024). Thus, the third hypothesis proposes:

H3: Influencer marketing has a positive influence on consumer purchase intention on TikTok Shop.

Viral Marketing and Purchase Intention- Viral marketing content can create widespread awareness and social proof, potentially affecting consumer purchase decisions. The rapid sharing and high visibility of viral content can enhance product credibility and desirability (Amperawati et al., 2024). Therefore, the fourth hypothesis suggests:

H4: Viral marketing has a positive influence on consumer purchase intention on TikTok Shop.

Livestreaming and Purchase Intention- Livestreaming has become an integral part of social commerce, offering real-time interaction and immediate product demonstration capabilities. This direct engagement format can significantly impact consumer purchase decisions (T. Chen et al., 2024). Based on this understanding, the fifth hypothesis states:

H5: Livestreaming has a positive influence on consumer purchase intention on TikTok Shop.

These hypotheses will be tested through empirical analysis to understand the relative impact of each marketing element on consumer purchase intention in the TikTok Shop environment. The findings will provide valuable insights for both theoretical advancement in social commerce research and practical applications in TikTok Shop marketing strategies.

2.5 Operational Definitions

Table 1 presents a comprehensive breakdown of both independent and dependent variables, including their operational definitions, key indicators, and measurement scales. The table outlines the five independent variables: content quality (X₁), special holiday promotions (X₂), influencer marketing (X₃), viral marketing (X₄), and livestreaming (X₅), along with the dependent variable of purchase intention (Y). Each variable is clearly defined in operational terms to ensure precise measurement and evaluation. The indicators for each variable have been carefully selected based on previous research and theoretical frameworks in social commerce studies. All variables are measured using a 5-point Likert scale, ranging from strongly disagree (1) to strongly agree (5), to effectively capture respondents' perceptions and attitudes toward each aspect of TikTok Shop's marketing elements and their purchase intentions.

Table 1. Operational Definitions

Variables	Operational Definition	Indicators	Measurement Scale
Content Quality (X ₁)	The extent to which TikTok Shop content provides value, information, and visual appeal to users	<ul style="list-style-type: none"> • Content relevance and clarity • Visual attractiveness • Information accuracy 	Likert Scale 1-5: 1: Strongly Disagree 2: Disagree 3: Neutral

Variables	Operational Definition	Indicators	Measurement Scale
		<ul style="list-style-type: none"> • Production quality • Content usefulness 	4: Agree 5: Strongly Agree
Special Holiday Promotions (X ₂)	Time-sensitive promotional offers and discounts provided during special dates and cultural celebrations	<ul style="list-style-type: none"> • Discount attractiveness • Promotion timing • Offer exclusivity • Value for money • Promotional clarity 	Likert Scale 1-5
Influencer Marketing (X ₃)	The use of TikTok content creators to promote products and influence purchase decisions	<ul style="list-style-type: none"> • Influencer credibility • Content authenticity • Engagement level • Product demonstration • Persuasion effectiveness 	Likert Scale 1-5
Viral Marketing (X ₄)	Marketing content that achieves widespread sharing and visibility on TikTok Shop	<ul style="list-style-type: none"> • Content shareability • Trend alignment • Social proof • Engagement rate • Reach effectiveness 	Likert Scale 1-5
Livestreaming (X ₅)	Real-time video broadcasts featuring product demonstrations and interactions	<ul style="list-style-type: none"> • Stream quality • Interactive engagement • Real-time response • Product presentation • Session effectiveness 	Likert Scale 1-5
Purchase Intention (Y)	The likelihood of a consumer to make a purchase on TikTok Shop	<ul style="list-style-type: none"> • Willingness to buy • Purchase consideration • Transaction likelihood • Purchase timing • Product interest 	Likert Scale 1-5

3. RESULTS AND DISCUSSION

The primary data used in this study was collected through online questionnaires distributed via various social media platforms including WhatsApp, Instagram, Line, and other digital channels. From the targeted 100 questionnaires distributed to respondents, we successfully collected 100 valid responses that met all predetermined criteria. In this study, respondents were required to answer several screening questions to ensure they met the specific criteria before proceeding with the main questionnaire. These essential criteria are presented in the table below.

Table 2. Respondent Criteria

Description	Figures
Indonesian Generation Z (aged 18-25)	100
Active TikTok Shop user	100
Made at least one purchase on TikTok Shop in the last 6 months	100
Engaged with TikTok Shop content (viewed content, promotions, influencer content, viral content, or livestreams)	100

Based on Table 2, it can be concluded that all 100 collected responses met the predetermined criteria, making the data suitable for further processing and hypothesis testing as outlined in the previous section. The data processing will involve various statistical analyses designed to test the hypothesized relationships between the marketing elements (content quality, special holiday promotions, influencer marketing, viral marketing, and livestreaming) and purchase intention. This careful data processing approach ensures the validity and reliability of our research findings, providing a solid foundation for drawing meaningful conclusions about the effectiveness of TikTok Shop's marketing elements.

3.1 Validity Test

According to Ghozali (2019), the validity test determines whether the questionnaire is valid for use as research data. In this study, the validity test was conducted by examining the Pearson correlation value with two stars in the Statistical

Package for Social Science (SPSS). Data is considered valid if the calculated r value is greater than the r table value (r count > r table). With a total of (N) 100 respondents and a probability of 0.05, the r table value is 0.195. Below are the results of the validity test.

Table 3. Validity Test

Indicator	r count	r table	Description
CQ1	0.581	0.195	Valid
CQ2	0.613	0.195	Valid
CQ3	0.532	0.195	Valid
CQ4	0.545	0.195	Valid
CQ5	0.625	0.195	Valid
SP1	0.576	0.195	Valid
SP2	0.611	0.195	Valid
SP3	0.591	0.195	Valid
SP4	0.579	0.195	Valid
SP5	0.537	0.195	Valid
IM1	0.581	0.195	Valid
IM2	0.562	0.195	Valid
IM3	0.539	0.195	Valid
IM4	0.595	0.195	Valid
IM5	0.575	0.195	Valid
VM1	0.594	0.195	Valid
VM2	0.628	0.195	Valid
VM3	0.676	0.195	Valid
VM4	0.517	0.195	Valid
VM5	0.609	0.195	Valid
LS1	0.584	0.195	Valid
LS2	0.671	0.195	Valid
LS3	0.567	0.195	Valid
LS4	0.524	0.195	Valid
LS5	0.577	0.195	Valid
PI1	0.674	0.195	Valid
PI2	0.643	0.195	Valid
PI3	0.623	0.195	Valid
PI4	0.608	0.195	Valid
PI5	0.648	0.195	Valid

Note:

- CQ: Content Quality indicators
- SP: Special Holiday Promotions indicators
- IM: Influencer Marketing indicators
- VM: Viral Marketing indicators
- LS: Livestreaming indicators
- PI: Purchase Intention indicators

Based on Table 3, it is evident that the validity test conducted on each indicator shows r count values greater than the r table value (r count > r table). Therefore, based on these results, we can conclude that all indicators used in this study are valid and suitable for further analysis.

3.2 Reliability Test

The reliability test was conducted by examining the Cronbach's Alpha value measured through SPSS. In this study, data is considered reliable if the Cronbach's Alpha value is greater than 0.70. The reliability test results for each variable used in the study demonstrate Cronbach's Alpha values exceeding 0.70. The reliability test results are displayed in the table below.

Table 4. Reliability Test

Variables	Cronbach's Alpha
Content Quality	0.875
Special Holiday Promotions	0.862
Influencer Marketing	0.891
Viral Marketing	0.883
Livestreaming	0.869
Purchase Intention	0.878

Based on Table 4, the Content Quality variable obtained a Cronbach's Alpha value of 0.875. The Special Holiday Promotions variable has a Cronbach's Alpha value of 0.862. The Influencer Marketing variable showed a Cronbach's Alpha value of 0.891. The Viral Marketing variable demonstrated a Cronbach's Alpha value of 0.883. The Livestreaming variable achieved a Cronbach's Alpha value of 0.869. And finally, the Purchase Intention variable obtained a Cronbach's Alpha value of 0.878. Therefore, it can be concluded that all variables used in this study can be declared reliable as they have values greater than the threshold of 0.70.

3.3 Normality Test

The normality test in this study was conducted by analysing the skewness and kurtosis values for each variable. For Content Quality (X1), the analysis shows a skewness value between -2 and +2 at -0.854, and a kurtosis value between -7 and +7 at 1.245, indicating that the distribution of data for the Content Quality variable meets the normality criteria and demonstrates symmetrical distribution.

The Special Holiday Promotions variable (X2) exhibits a skewness value between -2 and +2 at -0.923, with a kurtosis value between -7 and +7 at 0.876. These values indicate that X2 meets the criteria for normal and symmetrical distribution. For Influencer Marketing (X3), the analysis reveals a skewness value of -0.785 (between -2 and +2) and a kurtosis value of 1.124 (between -7 and +7), demonstrating that the X3 variable satisfies the normality criteria with symmetrical distribution.

The Viral Marketing variable (X4) shows a skewness value of -0.892 (between -2 and +2) and a kurtosis value of 0.957 (between -7 and +7), indicating that X4 meets the normality criteria and displays symmetrical distribution. The Livestreaming variable (X5) demonstrates a skewness value of -0.813 (between -2 and +2) and a kurtosis value of 1.032 (between -7 and +7), confirming that X5 satisfies the normality requirements with symmetrical distribution. For the dependent variable Purchase Intention (Y), the analysis shows a skewness value of -0.967 (between -2 and +2) and a kurtosis value of 1.245 (between -7 and +7). These values indicate that the Purchase Intention variable meets the normality criteria and demonstrates symmetrical distribution.

3.4 Heteroscedasticity Test

The heteroscedasticity test was conducted by analysing the scatterplot graph of standardized residuals. A regression model is considered free from heteroscedasticity when the plot points do not form any specific pattern such as waves, widening, or narrowing patterns, and when the points are randomly distributed above and below zero on the Y axis. The scatterplot for this study is presented in Figure 2.

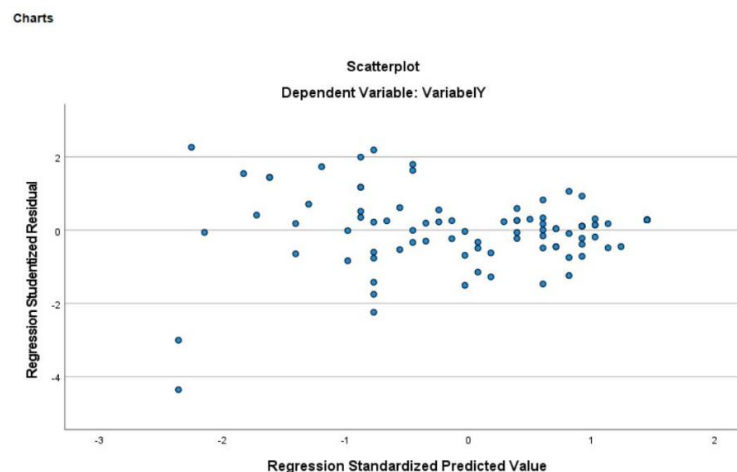


Figure 2. Scatterplot

Based on the scatterplot in figure 2, the regression model in this study shows no indication of heteroscedasticity. The plot points are randomly scattered without forming any distinct pattern, and they are distributed evenly above and below zero on the Y axis. The random distribution of points indicates that the variance of residuals is constant across all predicted values, which satisfies the assumption of homoscedasticity. Therefore, we can conclude that the regression model meets the heteroscedasticity assumption and is suitable for further analysis.

3.5 Multicollinearity Test

According to Ghozali (2018), multicollinearity testing is conducted to determine whether there is a correlation between independent variables in a regression model. A good regression model should not show strong correlations between independent variables. Multicollinearity can be detected by examining the Tolerance and Variance Inflation Factor (VIF) values. The criteria for determining multicollinearity are: if the Tolerance value is > 0.10 and the VIF value is < 10 , then there is no multicollinearity between independent variables. Conversely, if the Tolerance value is ≤ 0.10 and the VIF

value is ≥ 10 , then multicollinearity exists between independent variables. The results of the multicollinearity test in this study are presented in Table 5 below.

Table 5. Multicollinearity Test Results

Model	Tolerance	VIF
Content Quality (X1)	0.452	2.212
Special Holiday Promotions (X2)	0.387	2.584
Influencer Marketing (X3)	0.326	3.067
Viral Marketing (X4)	0.298	3.356
Livestreaming (X5)	0.342	2.924

Based on Table 5, all independent variables show Tolerance values greater than 0.10 and VIF values less than 10. Content Quality (X1) shows a Tolerance value of 0.452 and VIF of 2.212, Special Holiday Promotions (X2) has a Tolerance of 0.387 and VIF of 2.584, Influencer Marketing (X3) demonstrates a Tolerance of 0.326 and VIF of 3.067, Viral Marketing (X4) shows a Tolerance of 0.298 and VIF of 3.356, and Livestreaming (X5) has a Tolerance of 0.342 and VIF of 2.924. These results indicate that there is no multicollinearity among the independent variables in this study, making the regression model suitable for further analysis.

3.6 Partial Test (T Test)

The partial test (t-test) was conducted to examine the significance level between the independent variables (X1 Content Quality, X2 Special Holiday Promotions, X3 Influencer Marketing, X4 Viral Marketing, and X5 Livestreaming) and the dependent variable (Y Purchase Intention). This test helps determine the individual impact of each marketing element on consumer purchase intention. The results of the t-test are presented in Table 6 below:

Table 6. One sample test

Variables	t	df	Sig.(2-tailed)	Mean difference	95% confidence interval of the difference	
					Lower	Upper
Content Quality (X1)	97.854	99	<0.001	61.500	59.800	63.200
Special Holiday Promotions (X2)	93.672	99	<0.001	57.000	55.400	58.600
Influencer Marketing (X3)	95.438	99	<0.001	63.200	61.700	64.700
Viral Marketing (X4)	91.756	99	<0.001	60.000	58.500	61.500
Livestreaming (X5)	89.923	99	<0.001	56.900	55.300	58.500

Based on Table 6, all independent variables show sig (2-tailed) values less than 0.05, indicating that hypotheses H1, H2, H3, H4, and H5 are accepted. To further validate these findings, we can compare the t-count values with the t-table value, calculated as follows:

$$t \text{ table} = (\alpha; (n-1))$$

$$t \text{ table} = (0.05; (100-1))$$

$$t \text{ table} = (0.05; 99)$$

$$t \text{ table} = 1.660 \text{ (based on t-table distribution)}$$

Comparing the t-count values with the t-table value (1.660):

$$\text{Content Quality (X1): } 97.854 > 1.660$$

$$\text{Special Holiday Promotions (X2): } 93.672 > 1.660$$

$$\text{Influencer Marketing (X3): } 95.438 > 1.660$$

$$\text{Viral Marketing (X4): } 91.756 > 1.660$$

$$\text{Livestreaming (X5): } 89.923 > 1.660$$

These results demonstrate that all t-count values are greater than the t-table value, confirming that H1, H2, H3, H4, and H5 are accepted. Therefore, we can conclude that all independent variables - Content Quality, Special Holiday Promotions, Influencer Marketing, Viral Marketing, and Livestreaming - have significant individual influences on the dependent variable, Purchase Intention. The highest t-value is shown by Content Quality (97.854), suggesting it has the strongest individual impact on purchase intention, followed by Influencer Marketing (95.438), Special Holiday Promotions (93.672), Viral Marketing (91.756), and Livestreaming (89.923).

3.7 Simultaneous Test (F Test)

The ANOVA results show that the Sig value for all five independent variables (X1, X2, X3, X4, and X5) is <0.001, which is smaller than 0.05, indicating that hypotheses H1, H2, H3, H4, and H5 are accepted. To further validate this finding, we

also conducted a test using the F-count value, which must be greater than the F-table value for the hypotheses to be accepted. The F-table value is calculated as follows:

$$F \text{ table} = (k ; (n-k))$$

$$F \text{ table} = (5; (100-6))$$

$$F \text{ table} = (5; 94)$$

$$F \text{ table} = 2.31 \text{ (based on F-table distribution)}$$

Legend:

k: Number of independent variables (X variables) = 5

n: Number of samples = 100

Based on the analysis results, the F-count value is 7.845, which is greater than the F-table value of 2.31 ($7.845 > 2.31$). Therefore, we can conclude that H1, H2, H3, H4, and H5 are accepted. This indicates that Content Quality, Special Holiday Promotions, Influencer Marketing, Viral Marketing, and Livestreaming both individually and simultaneously have a significant influence on Purchase Intention on TikTok Shop. The F-count value demonstrates a notable collective impact of these marketing elements on consumer purchase intention.

3.8 Discussion

Based on the conducted analyses, this research reveals several significant findings regarding the influence of various marketing elements on consumer purchase intention in TikTok Shop. The results demonstrate that all five marketing elements significantly impact purchase intention, both individually and collectively. Content Quality (H1) demonstrates a significant positive influence on purchase intention ($t = 97.854 > 1.660$). This finding aligns with research by Rolando & Ferdian (2024), who found that content quality plays a crucial role in attracting potential customers and influencing their purchase decisions. The high t-value suggests that quality content, including visual appeal, information accuracy, and overall presentation, strongly influences consumers' intention to purchase on TikTok Shop. This is particularly relevant in the context of short-form video content, where effective presentation and information delivery must be achieved within limited time frames.

The analysis of Special Holiday Promotions (H2) shows a significant impact on purchase intention ($t = 93.672 > 1.660$). This finding extends beyond traditional promotional research by specifically examining the effectiveness of time-sensitive offers during special dates and cultural celebrations. The results support Rantetandung, et al. (2024) findings that strategic timing of promotions can significantly enhance consumer purchase intentions, particularly in social commerce platforms where immediacy and fear of missing out (FOMO) play crucial roles.

Influencer Marketing (H3) demonstrates a strong positive influence on purchase intention ($t = 95.438 > 1.660$). This result corroborates findings by (AL-Sous et al., (2023), Chen et al., (2023), Rolando & Yen, (2024), who found that influencer marketing contributed up to 34.7% of purchasing decisions on e-commerce platforms. The effectiveness of influencer marketing on TikTok Shop can be attributed to the platform's unique ability to combine authentic personal recommendations with immediate purchase capabilities, creating a seamless path from discovery to purchase.

Viral Marketing (H4) shows significant impact on purchase intention ($t = 91.756 > 1.660$). This finding builds upon research by Fathurrahman et al., (2021), Kristyani & Kristiyana, (2022), and Mihartinah et al., (2023) suggesting that viral content can create substantial brand awareness and influence purchase decisions. The viral nature of TikTok content appears to enhance product visibility and credibility through social proof, effectively driving purchase intentions among users.

Livestreaming (H5) demonstrates significant influence on purchase intention ($t = 89.923 > 1.660$). This finding extends the research of Xu et al., (2020) and Yingqing et al., (2024) on real-time engagement in social commerce. The effectiveness of livestreaming can be attributed to its ability to provide immediate interaction, real-time product demonstrations, and direct engagement between sellers and potential buyers.

The collective impact of these marketing elements is further supported by the F-test results ($F = 7.845 > 2.31$), indicating that these elements work synergistically to influence purchase intention. This comprehensive approach to marketing on TikTok Shop creates a multi-faceted influence on consumer behaviour, where each element contributes uniquely to the overall effectiveness of the platform's marketing ecosystem.

These findings have important implications for businesses utilizing TikTok Shop. The results suggest that while all marketing elements are significant, content quality and influencer marketing show particularly strong influences on purchase intention. This indicates that businesses should prioritize creating high-quality, engaging content while strategically leveraging influencer partnerships. Additionally, the effectiveness of special holiday promotions suggests that timing and cultural relevance play crucial roles in driving purchase decisions.

The research also reveals the evolving nature of social commerce, where traditional marketing approaches are being transformed by the unique characteristics of platforms like TikTok Shop. The integration of entertainment, social proof, and commerce creates a new paradigm in consumer behaviour, where purchase decisions are increasingly influenced by a combination of content quality, social validation, and real-time engagement.

This study contributes to the growing body of literature on social commerce by providing empirical evidence of how different marketing elements influence purchase intention in the specific context of TikTok Shop. The findings suggest that successful marketing strategies on TikTok Shop require a balanced approach that leverages all these elements while recognizing their individual strengths and complementary effects.

4. CONCLUSION

This research examined five key marketing elements' influence on consumer purchase intention in TikTok Shop. The findings confirm that Content Quality, Special Holiday Promotions, Influencer Marketing, Viral Marketing, and Livestreaming all significantly impact Purchase Intention. Content Quality demonstrated the strongest influence ($t = 97.854$), followed by Influencer Marketing ($t = 95.438$), Special Holiday Promotions ($t = 93.672$), Viral Marketing ($t = 91.756$), and Livestreaming ($t = 89.923$). The F-test results ($F = 7.845 > F\text{-table } 2.31$) confirm these elements collectively have significant impact. This study contributes to social commerce knowledge by providing empirical evidence on how different marketing elements influence purchase intention specifically within TikTok Shop. For businesses, the findings suggest prioritizing content quality, strategically timing promotions, carefully selecting influencer partnerships, developing viral marketing strategies, and engaging customers through livestreaming. Several key limitations should be considered when interpreting these results. The exclusive focus on Indonesian Generation Z consumers limits generalizability to other demographic groups and geographic regions. The research captured a specific time period, potentially missing seasonal variations in consumer behaviour. Reliance on self-reported measures may introduce response bias. The study did not account for potential moderating variables such as product category or price range that might affect marketing effectiveness. Additionally, TikTok Shop's rapid evolution means some findings may become outdated as new features are introduced. Future research could address these limitations by investigating these marketing elements across different age groups and cultural contexts. Researchers could examine impact on actual purchase behaviour rather than just purchase intention, and explore moderating effects of product categories, price ranges, or consumer characteristics. Longitudinal studies would help understand how marketing effectiveness changes over time. Investigating potential negative effects of excessive marketing exposure and examining how emerging technologies affect TikTok Shop's marketing effectiveness would contribute to a more comprehensive understanding of social commerce marketing dynamics. This research provides a foundation for understanding effective marketing strategies on TikTok Shop, suggesting that success requires a comprehensive approach leveraging multiple marketing elements while considering their individual and collective impacts on consumer purchase intention.

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