

The Effect of Product Quality, Price, E-wom, Brand Image on Purchase Decision Mediated by Purchase Intention in The Tik Tok Shop Application on Gen-Z

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Abstract: The purpose of this study is to determine and analyze the effect of product quality on purchase decisions in the TikTok Shop application. The method used is PLS/SEM with 300 respondents distributed via Google form. The object of research in this study is Generation Z (Gen-Z) in Batam City who make purchases through the TikTok Shop application. The results of this study can be used as empirical evidence, for factors that influence purchase decisions on the TikTok Shop application. In the next stage, the results of this study can be used as a basis for developing a more comprehensive search by adding more research variables. The results of this study will provide information about the factors that influence purchase decisions in the TikTok Shop application. Then in the next stage, the results of this study will be the basis for creating a new and more effective marketing strategy in its implementation

Keywords: Product Quality, Price, E-wom Brand Image, Purchase Intention

1. INTRODUCTION

The increasingly developing technology in today's era has made entrepreneurs or businesspeople take advantage of this to create marketing strategies through digital, one of which is by utilizing social media as a means and the right need to start various businesses and as a place to create marketing strategies to promote ongoing businesses.

Because of this technological development, all aspects of daily life have become easier. The convenience felt by humans has inspired them to use these technological advances to meet their basic, secondary, and tertiary needs. One example of the technological advancement being discussed here is the existence of e-commerce or online shopping. The value of online trading (e-commerce) in Indonesia increased by 78% in 2019, where the magnitude of this growth brought Indonesia to the first rank in the world. Due to this phenomenon, many business actors ranging from MSMEs to large businesses have started selling their products through e-commerce or online shops (Ulfa et al., 2022).

In accordance with market conditions that are still developing and encouraging healthy competition, the development of e-commerce in the current period can be a substitute business for business actors. The increasingly improving e-commerce has encouraged many online shopping application business players to enter this market. Social media is an online platform that allows users to engage, collaborate, share, and communicate with each other to build social bonds digitally. According to the We Are Social study and research, there are

more than 170 million social media users in Indonesia as of 2021. This shows that 61% of Indonesians are already active social media users (Himawati & Firdaus, 2021). Currently, Indonesians are starting to use digital markets and are accustomed to making purchases and sales online. Because so many cellphones have internet capabilities and online social media features, the middle class is increasingly educated about online commerce, so that e-commerce businesses in Indonesia have tremendous potential to grow rapidly, as seen by various online trading platforms including Shopee, Tokopedia, Bukalapak, Blibli, Lazada, and the latest is the online store made by the TikTok application which uploads short videos (Jayanti et al., 2020).

Chinese tech startup ByteDance introduced the TikTok social media platform in 2016 as a video-sharing platform. The app allows users to create short videos ranging from 15 seconds to 60 seconds, add effects and filters, and share them with other users around the world. The TikTok app, one of the many e-commerce sites in Indonesia, has taken advantage of this commercial opportunity by developing it into a digital marketing tool that is no less popular among businesspeople. The TikTok app is not a new app in Indonesia, namely TikTok can be accessed in 2018, but the Ministry of Communication and Information (KOMINFO) had to ban the app because of its content (Ulfa et al., 2022). However, TikTok returned in 2020 with a fresh look and caught the public's attention. At the same time, there was a Covid-19 outbreak in Indonesia which caused them to have to stay at home for quite a long time. At the beginning of the re-emergence of the Tiktok application, it was only an entertainment application that contained interesting content and the beginning of trends in Indonesia as well as product promotion content that was packaged in such a way in the form of interesting videos or what is commonly called tiktok poison. However, currently the TikTok application has become a promising marketplace because it has a wide reach, and its users are very numerous and continue to grow and can be used for shopping with unlimited delivery range (A. A. Fauzi & Sijabat, 2023). TikTok Shop is a new feature created by TikTok. The goal is to allow users to buy and sell goods directly on the TikTok application. Customers can shop directly at the TikTok store without having to visit the store's website or even download other applications from the product catalogue to the seller's chat service until payments are made directly through the TikTok application. Several e-commerce techniques have been developed to survive the fierce competition. One strategy used by TikTok Shop is to expand the advertising content or promotional videos produced by sellers, introduce a cash-on-delivery payment system, which clearly makes it easier for customers to pay because they feel safe and secure, and introduce free shipping promotions throughout Indonesia. (Marpaung, 2022).

Although many consumers are not aware of this new TikTok function, many vendors continue to try to produce promotional content or advertisements through videos that they upload on the TikTok application. Using hashtags or tags (#) when posting video ads is one of the marketing strategies used by sellers with the TikTok application so that their products are easier for customers to find. Customers can use hashtags to search for the name or type of product they want, and sellers can also create video ads for their products. You can also collaborate or work with influencers to follow current trends and ensure that the product is immediately noticed. (Tusanputri & Amron, 2021).

In addition to TikTok ads that have quite a strong appeal, sellers can also sell the merchandise live by providing detailed explanations, consumers can also directly ask actively in the comments column, sellers can also directly provide proof by answering questions submitted by consumers live, coupled with the many discount vouchers given, free shipping promos to quite dominant review displays, then interest in making purchasing decisions occurs. In addition, this also has the potential to cause consumers to have an impulse buying attitude. Impulse buying is an impulsive consumer behaviour that carries out shopping activities without thinking long and thinking that the offer only lasts for a certain time and will not happen again (Kusuma et al., 2023).

TikTok ads are different from other e-commerce as well. As a result, information is communicated differently. Product reviews on TikTok are usually posted by accounts with a large following. When marketing a product, the account owner will discuss it in great detail, and the comments section allows users to ask questions about the product. Users of other e-commerce sites may be bored with their marketing because they appear more rigid and limited in their ability to convey information about a product. TikTok offers so many ads, which attract consumers' attention and influence their decision to buy. (Marpaung, 2022).

TikTok Shop also uses various payment methods, including cash on delivery, bank transfers, payments made with Indomaret or Alfamart, digital wallets (funds), and credit or debit cards. Consumers can choose the payment system according to their wishes. The meeting between buyers and sellers to make payments from the profits of the sale and purchase is known as "Cash on Delivery" (COD) (Marpaung, 2022).

In mid-July 2022, the Indonesian government decided to temporarily block the TikTok Shop application because it did not have an official permit as an e-commerce merchant. However, in early March 2023, TikTok Shop successfully returned to the Indonesian market after partnering with one of the leading e-commerce platforms, Tokopedia. This step is a smart strategy from TikTok Shop, because by partnering with Tokopedia, sellers on TikTok Shop can expand their market reach by selling products directly on the Tokopedia platform. Conversely, buyers also benefit because they can easily buy products from TikTok Shop which is connected to Tokopedia. The collaboration between TikTok Shop and Tokopedia is not only beneficial for both parties but also has a positive impact on the e-commerce ecosystem in Indonesia. With TikTok Shop returning to the Indonesian e-commerce scene through a collaboration with Tokopedia, it is important to delve deeper into the factors that influence consumer purchasing decisions on this hybrid platform. Research needs to be conducted to explore whether variables such as perceptions of product quality, price offered, reviews or e-wom (electronic word-of-mouth), and brand image of TikTok Shop, which is now partnered with Tokopedia, can shape purchase intention which ultimately influences actual purchase decisions, especially among young consumers or Generation Z. Thus, understanding the interaction and impact of these factors on online shopping behaviour can provide valuable insights for companies and marketers in optimizing their marketing and sales strategies on the updated TikTok Shop platform.

2. METHODS

The research process consists of two main types: basic research and quantitative research. Basic research aims to generate new ideas by investigating the root causes of problems in an organization and finding solutions to overcome them. On the other hand, quantitative research involves analysing the relationship between various variables based on existing theories, with the aim of developing testable hypotheses to prove the truth of the relationship. In this study, the survey method is used by researchers to analyse emerging trends and individual attitudes in a population. This method involves distributing questionnaires to respondents as a tool to collect the necessary data.

Research Object

This study uses the Sampling method as its research object. Sampling is a grouping or clustering in a population which means that the objects studied only include respondents who have similarities (Sekaran & Bougie, 2013). The sampling technique applied is Purposive sampling, researchers sort respondents who have information according to characteristics that can be used to clarify the analysis carried out (Sekaran & Bougie, 2013).

The object of research in this study is generation Z (Gen-Z) in Batam City who make purchases through the TikTok Shop application. Generation Z or Gen-Z refers to the age group born between 1997 and 2012, namely in the age range of 17-27 years. They are a generation that is very familiar with digital technology and social media since childhood. The selection of Gen-Z as the object of this study is because they are active users of social media and have the potential to become the main consumers of the TikTok Shop application. In this study, using a ratio of 1:10 for one question will substitute ten respondents, there are 25 statements regarding this study, so that the number of respondents is 250. This means that the questionnaire that will be distributed is at least 250 questionnaires. However, to avoid data shortages and obtain accurate data, the number of questionnaires to be distributed is 300 questionnaires. In this study, the object of analysis used is individual because the research was conducted on people who had shopped at TikTok Shop and will be distributed using Google Form.

Product Quality

(Claranita, 2020) in her research, highlighted the importance of product quality in determining consumer purchasing decisions. Product quality is considered a crucial factor that influences whether consumers will choose to buy a product or not. Meanwhile, according to (Aulia & Herawati, 2022) product quality is not just a

technical aspect, but also includes characteristics that are intended to meet consumer desires and needs. Understanding product quality as a characteristic intended to meet consumer desires provides a broader dimension. In addition to technical aspects such as durability and functionality, product quality also includes factors such as design, comfort of use, and the level of satisfaction felt by consumers after using the product. In other words, a quality product is a product that can provide significant added value to consumers, which is in accordance with their expectations or even exceeds expectations.

Effective product quality can form an effective image in the eyes of customers. Products that are consistent in providing good quality will create a positive brand image in the minds of consumers. Conversely, products with low or inconsistent quality will damage the brand's reputation and reduce customer trust. Therefore, companies must be committed to producing superior quality products and continuously strive to improve their quality standards. By understanding consumer needs and preferences and focusing on developing products that meet or exceed their expectations, companies can win customer trust and loyalty and succeed in a competitive market.

Price

According to (Sustiyatik & Setiono, 2020) price is a nominal amount listed in a product or service, which also functions as a transaction tool in the buying and selling process. However, more than just a number, price has a very important role in fulfilling consumers' desires to obtain the products or services they want. Price is not only a transactional aspect, but also a strategic element in marketing. Setting the right price can influence consumer perceptions of the value of the product or service. A reasonable price that is in accordance with the benefits provided can increase consumer interest and strengthen brand bonds with customers.

Meanwhile, according to the statement (Pratiwi et al., 2021) emphasizes that price is a tool used to fulfill consumers' desires to obtain a product or service. In Mishael's view, price is not only a transactional factor, but also reflects the value interpreted by consumers towards the products or services offered. Therefore, in marketing strategies, companies need to pay attention to how the price of their products can meet consumer expectations and needs, and how the price can reflect the value provided by the product or service.

E-WOM

Based on the statement (Himmah & Prihatini, 2021) states that E-WOM is a form of word-of-mouth strategy that is facilitated by the internet. This term refers to the process by which consumers spread information, reviews, or recommendations about products or services through online platforms such as websites, blogs, social media, or applications. One of the main advantages of E-WOM is its wide reach. Compared to traditional promotions, information exchanged in E-WOM can reach a larger audience in a relatively short time. This is because the internet allows information to spread quickly globally.

E-WOM also has the power to build trust and credibility. Reviews or recommendations from fellow consumers are often considered more credible than direct messages from brands. When someone sees positive reviews about a product or service from their peers on social media, for example, they are more likely to believe it and even try the product or service. However, it is important to remember that E-WOM is not something that brands can fully control. While companies can create a supportive environment and encourage positive talk about their products, they do not have complete control over what consumers say. Therefore, companies must be actively involved in monitoring and responding to reviews and recommendations received, both positive and negative.

An effective marketing strategy involves building strong relationships with consumers and creating positive experiences that motivate them to share their experiences with others online. By leveraging the power of E-WOM, companies can achieve their marketing goals more effectively and build stronger relationships with their consumers.

Brand Image

Based on research conducted by (Himmah & Prihatini, 2021) Brand Image is understood as the result of information and experiences that have been received by consumers. This Brand Image is then filtered by consumers and forms their image or response to a brand. In this context, Brand Image is not just an image created by a company through a marketing campaign but is the result of real interactions between consumers and the brand. Brand Image is how a consumer views a product or service based on their thoughts about the brand. This includes consumer perceptions of product quality, brand value, customer experience, and overall

brand image. Brand Image reflects the reputation and identity of the brand in the eyes of consumers, and influences consumer attitudes and behaviors towards the brand.

It is important to remember that Brand Image is not static; it can change over time as consumers experience new things, change marketing strategies, or events that influence public perception of the brand. Therefore, companies need to actively monitor and manage their Brand Image to ensure that it is aligned with their desired image and supports their business goals. Companies can use a variety of strategies to build and strengthen their Brand Image, including providing a consistent customer experience, consistently communicating brand values, and delivering high-quality products or services. By doing this, companies can create a positive and strong Brand Image, which influences consumer perceptions and strengthens the brand relationship with customers.

Purchase Intention

Purchase intention is an attitude that is influenced by the urge or feeling of pleasure towards something so that it triggers the desire to own and the desire of a consumer to fulfill the needs and desires hidden in the consumer's mind (Luthfiyatillah et al., 2020).

Interest is something personal and also related to attitude, individuals who are interested in an object will have the strength or drive to carry out a series of behaviors to approach or obtain the object (Ramadoni, 2020). Purchase interest is a mental statement from consumers that reflects the purchase plan of a few certain brands that are the basis for choosing something, purchase interest shows the tendency to prefer products with certain brands (Kharisma & Hutasuhut, 2019).

3. RESULT AND DISCUSSION

The research data was obtained by distributing questionnaires to respondents who are social media users and have shopped on social media, especially the TikTok application. The questionnaire was distributed via the Google Form platform to respondents who had been identified. The total number of respondents who participated in this study was 300 people. The presentation of descriptive data in this study aims to provide a profile picture of the data collected. This descriptive data includes information about gender, age, education, occupation, income, and frequency of shopping at the TikTok shop. The purpose of presenting descriptive data is to provide additional information that can help understand the research results and the relationship between variables used in the study.

many respondents who filled out the questionnaire were female, with a total of 158 people or 52.7% of the total respondents. Meanwhile, male respondents numbered 142 people or 47.3%. This shows that most of the participants in this study were female, who had shopped on the TikTok Shop application.

many respondents in this study were in the 21–25 age range, which was 207 people or 69.0% of the total respondents. Furthermore, respondents aged 17–20 years were 56 people (18.7%), followed by those aged 26–30 years as many as 35 people (11.7%), and those aged <17 years as many as 2 people (0.7%). This shows that most respondents who have made purchases through social media, especially on the TikTok Shop application in Batam City, are individuals aged 21–25 years, who are part of the Gen-Z age group who actively use digital platforms in shopping activities.

Most respondents in this study had a bachelor's degree (S1), which was 202 people or 67.3% of the total respondents. Furthermore, respondents with a high school/vocational high school education numbered 78 people (26.0%), and a Masters/Doctorate degree of 20 people (6.7%). This shows that most respondents who have shopped on the TikTok Shop application in Batam City are individuals with a bachelor's degree, who are likely to have more access and understanding of technology and digital shopping trends.

Most respondents in this study have jobs as private employees, which is 206 people or 68.7% of the total respondents. Furthermore, respondents who are students/pupils' number 48 people (16.0%), followed by other categories of 35 people (11.7%), and civil servants of 11 people (3.7%). This shows that most respondents who have shopped through social media, especially the TikTok Shop application, are those who work as private employees. This reflects that the private worker group is quite dominant in online purchasing activities through the platform.

Most respondents in this study have a shopping frequency that is classified as frequent, which is 212 people or 70.7% of the total respondents. Furthermore, respondents who shop very often are 71 people (23.7%), while respondents who rarely shop are only 17 people (5.7%). This shows that most respondents are quite active in making purchases on the TikTok Shop application in Batam City. This high shopping frequency reflects that the TikTok Shop platform is quite in demand and is used routinely by consumers, especially from the Gen-Z group.

Table 1. Test Results Direct Effect

Variabel	T Statistics	P Values
Product Quality → Purchase Decision	4.951	0.000
Price → Purchase Decision	2.595	0.010
E-Wom → Purchase Decision	1.665	0.096
Brand Image → Purchase Decision	0.743	0.458

Source: Primary data processed by researchers, 2025

H1: Product Quality has a significant effect on Purchase Decision

The test results show that Product Quality has a significant positive effect on Purchase Decision, with a T-statistic value of 4.951 and a P-value of 0.000. Because the T-value is greater than 1.96 and the P-value is less than 0.05, the first hypothesis can be accepted.

This finding strengthens the understanding that product quality is a crucial factor in influencing consumer purchasing decisions. Products with high quality, both in terms of durability, features, and reliability, tend to be more trusted and in demand by consumers. This is in line with the theory of consumer behavior which states that a positive perception of product quality can increase consumer confidence to buy. Therefore, companies need to maintain their product quality standards as part of a sustainable marketing strategy.

H2: Price has a significant effect on Purchase Decision

The effect of Price on Purchase Decision is also proven to be significantly positive, indicated by a T-statistic value of 2.595 and a P-value of 0.010. Because both values meet the significance limit, the second hypothesis is accepted. This finding indicates that product price plays an important role in the purchasing decision-making process. Consumers tend to consider the suitability between price and benefits received (value for money). If the price is considered fair, competitive, or in accordance with the consumer's budget, the tendency to buy the product will increase. Therefore, the right pricing strategy can be one of the company's competitive advantages in attracting and retaining customers.

H3: E-WOM has a significant effect on Purchase Decision

Based on the results of the analysis, the effect of E-WOM on Purchase Decision is stated to be insignificant, with a T-statistic of 1.665 and a P-value of 0.096. Because the T value is smaller than 1.96 and the P-value exceeds 0.05, the third hypothesis cannot be accepted. This finding indicates that although electronic word of mouth (E-WOM) is considered one of the important sources of information in the digital era, in the context of this study, E-WOM has not been statistically proven to directly influence purchasing decisions. This may be due to a lack of consumer trust in online reviews, or the absence of sufficient volume of information to influence perceptions. This study provides a signal that E-WOM must be supported by a more credible and transparent communication strategy to have a real impact on consumer behavior.

H4: Brand Image has a significant effect on Purchase Decision

The test results show that Brand Image does not have a significant effect on Purchase Decision, with a T-statistic of 0.743 and a P-value of 0.458. Because the results are below the significance threshold, the fourth hypothesis cannot be accepted. Although in theory brand image is an important factor in shaping consumer preferences and loyalty, in this study, Brand Image has not been able to provide a direct influence on purchasing decisions. This can be caused by several factors, such as lack of brand differentiation, less than optimal promotional power, or because consumers are more influenced by rational factors such as quality and price than symbolic factors.

such as brand image. This finding encourages the need to strengthen brand identity and value through consistent and targeted marketing activities.

Table 2. Test Results Indirect Effect

Variabel	T Statistics	P Values
Product Quality → Purchase Intention → Purchase Decision	1.113	0.266
Price → Purchase Intention → Purchase Decision	4.147	0.000
E-Wom → Purchase Intention → Purchase Decision	1.383	0.167
Brand Image → Purchase Intention → Purchase Decision	8.999	0.000

Source: Primary data processed by researchers, 2025

H5: Product Quality has a significant effect on Purchase Decision through Purchase Intention

Based on the results of the analysis, Product Quality does not have a significant indirect effect on Purchase Decision through Purchase Intention. The T-statistic value of 1.113 and P-value of 0.266 indicate that the relationship does not meet the significance criteria ($T < 1.96$ and $P > 0.05$). This means that although product quality is considered important, it is not strong enough to form a purchase intention which then has an impact on the purchase decision. Consumers may consider other factors more in determining their desire to buy, so product quality alone is not enough to drive the final decision. Therefore, it is important for companies to integrate product quality with other marketing approaches that are more capable of driving purchase intention.

H6: Price has a significant effect on Purchase Decision through Purchase Intention

The test results show that product price has a significant indirect effect on Purchase Decision through Purchase Intention, with a T-statistic of 4.147 and a P-value of 0.000. This means that the hypothesis can be accepted, because the relationship meets the specified significance limit. This finding indicates that proper pricing can shape consumer purchase intention, which ultimately drives purchases. Consumers tend to respond positively to prices that are considered comparable to the value of the product received. Therefore, pricing strategies must be designed not only competitively but also able to strengthen purchase intentions.

H7: E-WOM has a significant effect on Purchase Decision through Purchase Intention

In this test, the effect of E-WOM on Purchase Decision through Purchase Intention was declared insignificant, with a T-statistic of 1.383 and a P-value of 0.167. Because it does not meet the significance requirements, the hypothesis cannot be accepted. This finding indicates that digital reviews or recommendations (E-WOM) have not been able to effectively shape strong purchase intentions, which then lead to purchase decisions. This could be due to low trust in information circulating online, or a mismatch between information and consumer expectations. Therefore, there needs to be strengthening in the E-WOM strategy, such as through collaboration with influencers or the use of testimonials from credible consumers.

H8: Brand Image has a significant effect on Purchase Decision through Purchase Intention

The test proves that Brand Image has a significant indirect effect on Purchase Decision through Purchase Intention, indicated by the T-statistic value of 8.999 and P-value of 0.000. Thus, the hypothesis can be accepted. This means that although Brand Image does not have a direct impact on purchasing decisions, a strong brand image can form purchasing intentions which then encourage purchases. This emphasizes the importance of building a good brand reputation as an effort to influence consumer attitudes and behavior. Consistent and strategic branding activities are important factors in creating indirect effects on purchasing decisions.

The R Square value for the Purchase Intention variable is 0.602 or 60.2%. This indicates that independent variables such as E-WOM, Product Quality, Price, and Brand Image contribute 60.2% in explaining changes in Purchase Intention. The remaining 39.8% is influenced by other variables not included in this research model. As a comparison, research by (Himawati & Firdaus, 2021) includes additional variables such as Customization,

Entertainment, Interaction, Social Media Marketing, Trendiness, and Word-of-Mouth, which can also affect Purchase Intention.

Meanwhile, the R Square for the Purchase Decision variable is 0.703 or 70.3%. This means that Purchase Intention, Product Quality, Price, E-WOM, and Brand Image together can explain 70.3% of the variation in Purchase Decision. The rest, which is 29.7%, is explained by other factors that have not been studied. This shows that the model used in this study is quite strong in explaining consumer purchasing behavior.

Referring to the guidelines from (Jayanti et al., 2020), the R Square value of 0.60–0.70 is included in the moderate to substantial category, which means that the model has quite good predictive power in the context of this study, so that the Purchase Intention and Purchase Decision variables can be stated in the moderate category.

4. CONCLUSION

The conclusion of this study is that the structural model used in this study is included in the fit category, or in other words, the model is suitable and in accordance with the data collected. This value indicates that the research model has a strong level of fit to the data used. included in the high or strong category. Therefore, it can be concluded that the model in this study has met the eligibility criteria and overall shows that the relationship between variables in the model can be well explained by the data used. The results of the study can be expected to be a reference for assessing how GenZ and other respondents can use social media applications wisely and in accordance with their respective income capabilities so as not to get caught in a confusing situation

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