



THE EFFECT OF INFLUENCER ENDORSEMENT, PRICE DISCOUNTS, AND PRODUCT QUALITY ON PURCHASING DECISIONS IN THE TIKTOK SHOP APPLICATION

Yosep Budiman¹, Tirton Nefianto²

^{1,2} Esa Unggul University

Email: nefianto.tirton@esaunggul.ac.id nefianto.tirton@esaunggul.ac.id

Abstract

This study aims to determine the effect of Influencer Endorsement, Price Discounts, Product Quality on Purchasing Decisions on the TikTok Shop Application in the West Jakarta area. The independent variables consist of Influencer Endorsement, Price Discounts, Product Quality, while the dependent variable consists of Purchasing Decisions. The population in this study were those who used the TikTok Shop application around the West Jakarta area. The sample in this study amounted to 160 respondents using non-probability sampling based on purposive sampling. Data collection was carried out by distributing questionnaires using the 5 Point Likert Scale. The data analysis technique used multiple linear regression analysis. The results of this study prove that Influencer Endorsement has an influence on Purchasing Decisions, Price Discounts have an influence on Purchasing Decisions, Product Quality has an influence on Purchasing Decisions, Then Influencer Endorsement, Price Discounts, Product Quality, together have a positive and significant effect on Purchasing Decisions using the TikTok Shop application around the West Jakarta area. The practical implications of this study suggest that business actors utilizing the TikTok Shop platform should consider an integrated marketing strategy, particularly through the selection of influencers relevant to the target market, the implementation of targeted and periodic discount programs, and improving product quality in accordance with consumer expectations. The combination of these three factors has been shown to encourage consumers to make purchasing decisions more quickly and confidently.

Keywords: Influencer Endorsement, Price Discounts, Product Quality, Purchasing Decisions

Introduction

The development of digital technology has triggered major changes in the way consumers interact and make purchases, particularly through online channels. One innovation that is experiencing rapid growth in the e-commerce sector is TikTok Shop, a feature within a social media platform that integrates entertainment content with direct buying and selling transactions. According to Mariam et al. (2025), at the beginning of 2023, the number of TikTok users in Indonesia aged over 18 years was recorded at 109.9 million. This platform reaches approximately 56.8% of the adult population and 51.6% of the total internet users in the country. In terms of advertising audience demographics, women dominate with a percentage of 66.1%, while men account for only 33.9%. TikTok Shop provides an integrated shopping experience directly within its social media platform. Through this feature, users can make real-time purchases from short video content and live broadcasts featuring product promotions. The role of influencers in delivering such promotions is highly significant because their recommendations can effectively influence consumer perceptions and decisions. This phenomenon indicates that consumer behavior in making purchasing decisions is now based not only on logical considerations but is also influenced by emotional and social factors that develop through interaction dynamics on social media platforms. Influencers with large numbers of followers and high levels of trust often become primary references in shaping perceptions of products. However, other dynamics can also affect consumers' purchase intentions, such as discrepancies between product expectations and reality, doubts about influencer credibility, and price considerations.

The support of an influencer endorsement in marketing a product or service is considered capable of providing a high level of trust, so followers tend to trust and believe in the quality of the products or services they promote. Although promotion through artists or influencers is quite popular, there are several reasons why consumers remain reluctant to purchase the products they promote. These include discrepancies between expectations and product quality, prices considered disproportionate, and doubts about the authenticity or clarity of the product information offered. In addition to endorsement influence, business actors on TikTok Shop also actively implement marketing strategies in the form of price discounts, which are a common approach to attract buyers. Discounts offered for a limited time or during certain moments often create a sense of urgency and encourage quick purchasing decisions. In the context of TikTok Shop, discounts are not only a major attraction but also a form of intense competition among sellers to capture consumer attention. Price discounts are a common strategy used to attract buyers and accelerate transactions. On the other hand, product quality remains a key benchmark for maintaining consumer trust and loyalty. Thus, purchasing decisions on TikTok Shop are formed through a complex interaction among social influence, economic incentives, and perceptions of product quality. According to Maryani et al. (2023), price discounts are a crucial element influencing consumer decisions to make purchases. When a product is offered at a lower price than usual, this strategy is used to attract consumers' attention and encourage purchasing decisions; consumers tend to feel more interested and satisfied because their expenditure becomes more efficient and affordable.

Copyright ©2026, Author (s)

This is an open-access article under the CC-BY-SA

License.



<https://doi.org/10.36312/gama.v2i1.7>



Furthermore, product quality remains a fundamental aspect that cannot be ignored. Although influencers and price discounts can serve as initial attractions, consumers' experiences with product quality will determine the continuity of purchases, customer loyalty, and the potential for word-of-mouth. According to Mariam et al. (2025), product quality is assessed through eight main aspects, namely performance, additional features, reliability, conformance to specifications, durability, ease of repair, visual appearance, and consumers' subjective evaluations. All of these elements collectively shape consumers' perceptions of the quality of the products offered. If quality does not meet expectations, promotion and endorsement will not be able to maintain consumer trust in the long term. Meanwhile, according to Noordegraaf & Welles (2023), in order to meet consumer expectations and needs, various aspects such as durability, reliability, precision, ease of use, repair processes, and other features attached to the product must be considered. Quality remains a dominant factor influencing consumers' choices when making purchases. These phenomena indicate that purchasing decisions on TikTok Shop are the result of a complex interaction among various factors.

However, previous studies often position psychological factors as intermediary variables that bridge the relationship between influencer endorsement and consumers' purchasing decisions (Yulianto & Prabowo, 2024). Nevertheless, research utilizing influencer endorsement as an independent variable to examine the relationship between influencer endorsement and purchasing decisions remains relatively limited. This study aims to identify and understand the extent to which the variables examined, namely Influencer Endorsement, Price Discounts, and Product Quality, jointly influence Purchasing Decisions on the TikTok Shop application.

Literature Review

Influencer Endorsement

Influencer endorsement refers to an individual who has influence on social media, such as TikTok, Instagram, or YouTube, with the aim of influencing the purchasing decisions of their followers. In the context of TikTok Shop, influencer endorsement is conducted through short video content or live broadcasts that directly display products to audiences, thereby creating emotional closeness and trust in the promoted products. Influencers are considered to possess credibility and attractiveness that can create positive consumer perceptions of the products being promoted, according to Septian et al. (2019). According to Rif'adah (2019), influencer endorsement generates creative promotional activities by implementing advertising methods that involve other people to assist in promoting products or services. Yulianto (2024) states that an influencer endorsement is an individual who influences actions on the internet, where people find various ways to increase their popularity online. Meanwhile, Septian et al. (2019) state that endorsement through social media is a widely preferred marketing method both today and in the future. Influencer endorsement involves individuals utilizing their public recognition to promote consumer products by appearing in advertisements and creating certain impacts on others (Jessica, 2021).

Price Discounts

A price discount is a marketing strategy in the form of a price reduction implemented by setting a selling price lower than the usual price. The main objective of applying discounts is to increase sales volume during the promotional period (Nuraini et al., 2024). According to Maryani et al. (2023), price discounts are one of the most significant elements considered by buyers when deciding whether to purchase a product. Buyers generally feel satisfied and interested when they can obtain an item at a lower price because of a discount, making the total cost more affordable than the normal price. According to Tjiptono in Ginting (2019), a price discount is a price adjustment provided by a seller to consumers as a form of appreciation for certain consumer actions that provide positive value or benefits to the seller.

Product Quality

According to Anjani & Ngatno (2019), product quality can be defined as the extent to which a product is capable of providing benefits or results that meet or even exceed user expectations. Products with good quality generally demonstrate consistent performance, meet desired standards, and provide added value for consumers. Meanwhile, according to Tjiptono in Yulianto & Prabowo (2024), product quality plays an important role in meeting customer expectations. Consumers' expectations of a product become a reference in assessing whether the product is appropriate or not. In other words, customer perceptions of quality are formed through an evaluation process based on standards they have established beforehand. According to Kotler in Kouwagam et al. (2022), product quality reflects aspects such as the physical form, features, and functions of the goods or services provided. Quality assessment is based on several indicators, including manufacturing expertise, durability, efficiency of use, ease of maintenance, suitability for consumer needs, and various other components that support overall product performance.

Purchasing Decisions

A purchasing decision occurs when an individual, as a consumer, selects one option from several available alternatives. This process involves understanding and integrating information to evaluate various options, ultimately determining the choice considered most appropriate to the consumer's needs or preferences (Yulianto & Prabowo, 2024). According to Kotler (2023), a purchasing decision is an individual's behavior as a buyer in determining whether to proceed with a transaction for a product or choose not to do so. In the purchasing decision-making process, two main elements play important roles. First, there are parties who influence the decision, such as influencers. Second, there are unexpected conditions that also affect the decision, such as price fluctuations, consumer income levels, and expectations regarding the benefits or value to be obtained from the selected product (Saladin et al., 2012).

Relationships Among Variables

Relationship Between Influencer Endorsement and Purchasing Decisions

According to Rif'adah (2019), influencer support has a significant impact on consumers' purchasing decisions. Promotion conducted through the TikTok Shop platform is considered to provide more optimal results than conventional television advertising. This study highlights the advantages of social media such as TikTok, which offers two-way interaction, a more personal approach, and broad audience reach. These characteristics enable the creation of closer relationships between influencers and their followers, thereby increasing promotional effectiveness. A study conducted by Yulianto (2024) found a positive relationship between influencer endorsement and purchasing decisions. The level of engagement and credibility possessed by an influencer contributes to building positive perceptions of a product in consumers' minds. This encourages greater interest and confidence in the promoted product, thereby increasing the likelihood that consumers will make a purchase. By utilizing their popularity, influencer endorsements play a role in marketing products to consumers through promotional content. The presence of influencers in advertisements can influence audience perceptions and behavior (Jessica, 2021). Influencer endorsements have been shown to have a positive and significant impact on consumers' purchasing decisions. Based on various empirical studies, it can be concluded that influencer endorsement strategies, when delivered attractively, authentically, and in accordance with audience needs, have substantial potential to influence consumers to purchase the products offered.

H1: Influencer endorsement has a positive effect on Purchasing Decisions

Relationship Between Price Discounts and Purchasing Decisions

According to Maryani et al. (2023), price discounts have a positive and significant effect on purchasing decisions. Consumers tend to feel satisfied and interested when they receive discounts when purchasing products, which makes prices lower than usual. This can attract consumers' attention and accelerate the purchasing decision-making process. Such situations create the perception that the product offers greater value and encourage consumers to purchase immediately without extensive consideration. Psychologically, discounts create a sense of urgency and the perception of a limited opportunity, which ultimately influences consumers to make purchasing decisions quickly. Furthermore, Ginting (2019) revealed that price discounts are one of the main factors influencing consumers' purchasing decisions. As one of the most attractive forms of promotion, discounts play a strategic role in increasing product appeal. Empirically, this indicates that discount implementation can strengthen consumers' motivation to purchase, particularly in highly competitive market situations.

H2: Price Discounts have a positive effect on Purchasing Decisions

Relationship Between Product Quality and Purchasing Decisions

According to Anjani & Ngatno (2019), product quality reflects the extent to which a product is able to meet or even exceed consumer expectations in terms of performance and results. When a product successfully provides an experience that matches customer expectations, it contributes to the formation of trust and satisfaction, which in turn can positively influence purchasing decisions. Products designed by considering consumers' specific needs and actual conditions have greater potential to create added value in their eyes. Thus, the suitability of quality to the context of use is a crucial factor in encouraging consumer preferences for a product. Furthermore, research conducted by Yulianto & Prabowo (2024) demonstrated that the effect of product quality on purchasing decisions is positive and significant, particularly in achieving the primary objective of increasing sales volume. Therefore, quality is positioned as a key element in designing effective marketing strategies. Consistency in product quality can build a strong brand image and strengthen customer attachment. The impact of this positive perception is directly reflected in increased purchase intentions and actual purchases by consumers. Meanwhile, research by Kouwagam et al. (2022) showed empirically that product quality has a real and positive impact on consumers' purchasing decisions. By maintaining existing quality standards, companies can continue to encourage consumer preferences. Based on these findings, it can be concluded that product quality plays an important role in shaping consumer behavior when making purchasing decisions. Products with high quality tend to build a positive image in customers' minds, increase satisfaction, and encourage consistent repeat purchases.

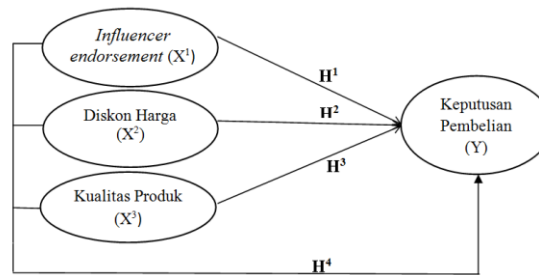
H3: Product Quality has a positive effect on Purchasing Decisions

Relationship Between Influencer Endorsement, Price Discounts, Product Quality, and Purchasing Decisions

Yulianto (2024) stated that there is a positive and significant relationship between the use of influencer endorsement and consumers' purchasing decisions. This strategy utilizes the credibility and social influence possessed by influencers to strengthen product image through their involvement in promotional campaigns, which, according to Jessica (2021), can have a psychological impact on audiences. The presence of influencers in advertisements creates a strong association between products and public figures, thereby effectively influencing consumer preferences. In addition, Maryani et al. (2023) stated that price discounts also have a positive and significant effect on purchasing decisions. Consumers tend to feel more satisfied and interested when they receive discounts because the product appears more affordable than the normal price. Discounts not only attract attention but also accelerate the decision-making process by creating a sense of urgency and the perception of a limited opportunity, which psychologically encourages faster purchasing actions. Another study by Yulianto & Prabowo (2024) emphasized that product quality makes a significant contribution to purchasing decisions, particularly in efforts to increase sales volume. Products that meet or exceed consumer expectations can build satisfaction and trust and strengthen brand loyalty. Consistency in maintaining quality is a key factor in forming sustainable purchase intentions. In the long term, maintained quality not only increases purchase levels but also contributes to expanding a company's market share. Based on the findings above, it can be concluded that:

H4: Influencer endorsement, Price Discounts, and Product Quality have a positive effect on Purchasing Decisions

The research model applied in this study is structured to explain the logical relationships among the variables examined. Figure 1 provides a visual representation of the analytical structure to be conducted:



Gambar 1 : Model Penelitian

Research Method

Measurement

This study consists of several independent variables, namely Influencer Endorsement, Price Discounts, and Product Quality, with Purchasing Decisions as the dependent variable. The Influencer Endorsement variable is measured using the dimensions of Sutrisno (2011), consisting of Credibility, Visibility, Attractiveness, and Power. The Price Discount variable is measured using the dimensions of Philip Kotler in Jessica (2021), consisting of Cash Discounts, Quantity Discounts, Functional Discounts, and Seasonal Discounts. The Product Quality variable is measured using the dimensions of Kotler in Maryani et al. (2023), consisting of Ease of Use, Durability, Product Benefits, and Variety of Product Sizes. Meanwhile, the Purchasing Decision variable is measured using the dimensions of Kotler & Armstrong in Wibison (2019): deciding to purchase after obtaining information about the product, choosing to purchase because it is the most preferred brand, and purchasing because it is in accordance with expectations and needs.

Research Design

This research design adopts a causal approach, focusing on examining cause-and-effect relationships among variables. The main objective is to explore the extent to which variables such as Influencer Endorsement, Price Discounts, and Product Quality influence the formation of Purchasing Decisions.

Population and Sample

The population in this study consists of users of the TikTok Shop application. This study uses a non-probability sample based on purposive sampling because the population size is unknown. Therefore, the researchers determined the desired sample independently. According to Sugiyono (2017), a sample is a part of the population's size and characteristics. The sample size was determined according to Hair et al. (2014), using five times the number of questions in the research questionnaire, which consisted of 31 questions. Thus, the required sample consisted of 160 respondents. The criteria used to select respondents included the length of time they had used the TikTok Shop application and their residence in the West Jakarta area.

Data Analysis Method

This study used a questionnaire as the data collection instrument, employing a Likert scale to measure respondents' perceptions. To ensure the quality of the data obtained, a series of tests were conducted, including validity, reliability, and classical assumption tests. Reliability was measured using Cronbach's Alpha to assess the internal consistency of the questionnaire items. Meanwhile, the validity test aimed to ensure that each question item accurately represented the intended construct.

Furthermore, multiple linear regression analysis was used to determine the extent to which the independent variables affected the dependent variable. In this analysis, the F-test was conducted to examine the overall significance of the model, the t-test was used to assess the contribution of each independent variable, and the coefficient of determination (R^2) was calculated to measure how much variation in the dependent variable could be explained by the independent variables used.

RESULTS

Respondent Characteristics

This study involved 160 respondents who participated by completing a questionnaire, with the aim of obtaining a general understanding of their perceptions of the TikTok Shop application. The respondents came from the West Jakarta area and were analyzed based on several demographic characteristics, namely gender, age, highest level of education, and work experience.

Gender: The majority of TikTok Shop users in West Jakarta were women, totaling 83 respondents or approximately 52% of the total respondents. Meanwhile, there were 77 male respondents, representing 48%.

Age Range: Most respondents were in the 18–23 age group, totaling 88 respondents or 55%. The 24–29 age group consisted of 54 respondents (34%), while respondents aged 30–35 totaled 18 (11%).

Highest Education: In terms of educational background, the majority of respondents were high school/vocational high school graduates, totaling 88 respondents (55%). Respondents with DI–D3 education totaled 37 (23%), while bachelor's degree (S1) graduates totaled 35 (22%).

Work Experience: In terms of employment status, the largest group of respondents consisted of students, totaling 78 (49%). Private-sector employees accounted for 53 respondents (33%), civil servants/state civil apparatus accounted for 23 (14%), and the remaining 6 respondents (4%) were categorized as other or not yet employed.

Validity Test

The validity test results for the variables Influencer Endorsement, Price Discounts, Product Quality, and Purchasing Decisions were as follows. The validity test showed that, among 160 respondents, the calculated r values were above 0.155. This means that all statements were considered valid and could be used to assess the relevant dimensions and parameters.

The Influencer Endorsement variable used the dimensions of Sutrisno (2011), consisting of Credibility, Visibility, Attractiveness, and Power. Every question for the Influencer Endorsement variable was considered valid based on the validity test. Because r -calculated $>$ r -table, each statement could be used and was able to measure the relevant aspects and variables in this study.

The Price Discount variable in this study used the dimensions of Philip Kotler in Jessica (2021). Every question for the Price Discount variable was declared valid based on the validity test. Because r -calculated $>$ r -table, each statement could be used and was able to measure the relevant aspects and variables.

The Product Quality variable used the dimensions of Kotler in Maryani et al. (2023), consisting of Ease of Use, Durability, Product Benefits, and Variety of Product Sizes. Every question for the Product Quality variable was declared valid based on the validity test. Because r -calculated $>$ r -table, each statement could be used and was able to measure the aspects and variables in the study. The Purchasing Decision variable used the dimensions of Kotler & Armstrong in Wibison (2019): certainty in making a purchase after obtaining information about the product, choosing to purchase because it is the most preferred brand, and purchasing because it corresponds to one's wants and needs. Every question for the Purchasing Decision variable was declared valid based on the validity test. This was because r -calculated $>$ r -table, so each statement could be used and was able to measure the aspects and variables in the study.

Reliability Test

This test was intended to ensure that the research questionnaire could effectively collect information. The reliability test results were obtained using Cronbach's Alpha, where a Cronbach's Alpha value above 0.60 indicates reliability. In this study, involving 160 respondents, the reliability test produced the following results:

Table I
Reliability Test of Influencer Endorsement, Price Discounts, Product Quality & Purchasing Decisions

Variabel	Cronbach's Alpha	Cut of	Kesimpulan
<i>Influencer Endorsement</i>	0,776	$\geq 0,60$	Reliabel
Diskon Harga	0,613	$\geq 0,60$	Reliabel
Kualitas Produk	0,838	$\geq 0,60$	Sangat Reliabel
Keputusan Pembelian	0,757	$\geq 0,60$	Reliabel

Normality Test

The normality test is important to ensure that tests of the other variables can be performed validly. One important requirement in normality testing is that the data residuals follow a normal distribution. If this requirement is not met, the statistical analysis results may be inaccurate and parametric methods may not be appropriate.

In this study, the Kolmogorov-Smirnov method was used to test the distribution of the data. The guidelines for determining whether the data meet the normality assumption are as follows:

1. If the significance value (sig.) exceeds $\alpha = 0.05$, the data can be concluded to have a normal distribution.
2. Conversely, if the sig. value is below $\alpha = 0.05$, the data do not follow a normal distribution. Based on the normality test results presented in Appendix 8, the significance value was 0.200. Because this value is greater than the 0.05 threshold, it can be concluded that the data in this study meet the normality assumption.

Multicollinearity Test

This test was conducted to determine whether there was a relationship among the independent variables in the regression model. An optimal regression model should not show strong relationships among the independent variables. If the independent variables are correlated, they are not orthogonal. The multicollinearity test can be conducted by examining tolerance values or using the Variance Inflation Factor (VIF) from the analysis performed in SPSS. The cut-off criteria indicating multicollinearity are tolerance > 0.10 or $VIF < 10$.

Based on the multicollinearity test results in Appendix 9, the tolerance and VIF values were as follows:

1. *Influencer Endorsement* had a tolerance value of $0.458 > 0.10$ and a VIF value of $2.184 < 10$.
2. Price Discounts had a tolerance value of $0.710 > 0.10$ and a VIF value of $1.408 < 10$.
3. Product Quality had a tolerance value of $0.460 > 0.10$ and a VIF value of $2.175 < 10$.

Thus, it can be concluded that the multicollinearity test found no problematic relationship among the independent variables in this study.

Heteroscedasticity Test

According to Husein (2019), the heteroscedasticity test aims to evaluate whether there are differences in residual variance among observations in a regression model. When residual variance is constant, the condition is called homoscedasticity. Conversely, when the variance changes among observations, heteroscedasticity occurs.

The main criteria for identifying heteroscedasticity through a scatterplot include:

1. I. Indication of heteroscedasticity: If the residual points form a regular visual pattern, such as waves or systematically changing dispersion, this indicates that the residual variance is not constant.

2. 2. Indication of no heteroscedasticity: If the residual points are randomly distributed above and below the horizontal line ($Y = 0$) without forming a particular pattern, it can be concluded that the residual variance is homogeneous.

Based on the visualization in Appendix IO, the distribution of residual points does not show a systematic pattern such as waves or changing dispersion. The points are randomly distributed around the zero line on the Y-axis, both above and below it. This indicates that there are no symptoms of heteroscedasticity in the regression model tested.

Multiple Linear Regression

Multiple linear regression analysis was conducted to determine whether the independent variables, namely Influencer Endorsement (X1), Price Discounts (X2), and Product Quality (X3), influence the dependent variable, Purchasing Decisions (Y). The analysis was calculated using SPSS (Statistical Product and Service Solution).

Table 2
Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2.721	0.895		-3.039	0.003
Influencer Endorsement	0.102	0.033	0.128	3.064	0.003
Diskon Harga	0.216	0.034	0.213	6.362	0.000
Kualitas Produk	0.514	0.030	0.711	17.083	0.000

a. Dependent Variable: Keputusan Pembelian

The results of the multiple linear regression analysis are explained as follows:

1. The constant (a) has a negative value of -2.721. This means that if the values of Influencer Endorsement, Price Discounts, and Product Quality are 0, the constant is -2.721.
2. The multiple regression coefficient for Influencer Endorsement is positive at 0.102. The significance value for this coefficient is $0.003 < 0.05$. This indicates that Influencer Endorsement has an effect on Purchasing Decisions.
3. The multiple regression coefficient for Price Discounts is also positive at 0.216. The significance value for this coefficient is $0.000 < 0.05$. This means that Price Discounts affect Purchasing Decisions.
4. The multiple regression coefficient for Product Quality is positive at 0.514. The significance value for this coefficient is $0.000 < 0.05$. This indicates that Product Quality affects Purchasing Decisions.

F-Test

The F-test was used to determine whether the independent variables, namely Influencer Endorsement (X1), Price Discounts (X2), and Product Quality (X3), simultaneously affect Purchasing Decisions (Y).

Table 3

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	929.891	3	309.964	366.452	.000 ^a
Residual	131.953	156	0.846		
Total	1061.844	159			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kualitas Produk, Diskon Harga, Influencer Endorsement

Based on the table above, the F-test calculation produced an F value of 309.964 with a significance level of 0.000. Because the probability value is < 0.05 ($0.000 < 0.05$), H_0 is rejected and H_a is accepted. Thus, it can be concluded that the F-test shows that the independent variables, namely Influencer Endorsement, Price Discounts, and Product Quality, simultaneously have a significant effect on the dependent variable, Purchasing Decisions, through the TikTok Shop application in the West Jakarta area.

T-Test

The t-test was used to assess whether the independent variables affect the dependent variable separately or individually.

Table 4

Partial T-Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2.721	0.895		-3.039	0.003
Influencer Endorsement	0.102	0.033	0.128	3.064	0.003
Diskon Harga	0.216	0.034	0.213	6.362	0.000
Kualitas Produk	0.514	0.030	0.711	17.083	0.000

a. Dependent Variable: Keputusan Pembelian

1. Effect of Influencer Endorsement (X1): Variable X1 shows a calculated t value of 3.064 with a significance level of $0.003 < 0.05$; therefore, H_0 is accepted and H_a is rejected.
2. Effect of Price Discounts (X2): For variable X2, the calculated t value is 6.362 with a significance level of $0.000 < 0.05$; therefore, H_0 is accepted and H_a is rejected.
3. Effect of Product Quality (X3): Variable X3 has a calculated t value of 17.083 with a significance level of $0.000 < 0.05$; therefore, H_0 is rejected and H_a is accepted.

Coefficient of Determination

The coefficient of determination is used to measure the strength of the relationship between Influencer Endorsement, Price Discounts, and Product Quality and Purchasing Decisions through the TikTok Shop application in the West Jakarta area. In this case, it can be seen from the R-square (R^2) value presented in the table:

Table 5
Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.936 ^a	0.876	0.873	0.91970
a. Predictors: (Constant), Influencer Endorsement, Diskon Harga, Kualitas Produk				
b. Dependent Variable: Keputusan Pembelian				

Based on the calculations in the previous table, the coefficient of determination shows that the combination of the independent variables—Influencer Endorsement (X1), Price Discounts (X2), and Product Quality (X3)—is able to explain 87.6% of the variation in the dependent variable, Purchasing Decisions (Y). In other words, most changes in purchasing decisions can be explained by these three factors. The remaining 12.4% is influenced by other factors not included in this regression model.

Results

After completing this study, the researchers obtained findings and conclusions concerning the variables in the study, namely Influencer Endorsement, Price Discounts, Product Quality, and Purchasing Decisions. Influencer Endorsement has a significant effect on Purchasing Decisions. In addition, Price Discounts also have a significant effect on Purchasing Decisions. Product Quality also has a significant effect on Purchasing Decisions. Simultaneously, the three independent variables, namely Influencer Endorsement, Price Discounts, and Product Quality, have a positive and significant effect on Purchasing Decisions in the TikTok Shop application in the West Jakarta area.

Discussion

Based on the results of the research data analysis, Influencer Endorsement has a significant effect on Purchasing Decisions, with a significance value of $0.003 (< 0.05)$ and a calculated t value of 3.064, indicating a positive and significant effect on Purchasing Decisions. This means that the higher the level of influencer endorsement perceived by consumers (credibility, attractiveness, visibility, and influence), the greater the likelihood that consumers will make a purchasing decision. Based on the validity test, the highest calculated r value was found for statement IE04 ($r = 0.685$): "I feel that influencers who promote products have a strong influence on their followers." This reflects that the perceived strength of influencer influence is the indicator that best represents the variable. Conversely, the lowest calculated r value was found for IE06 ($r = 0.433$): "The influencer I follow does not attract my attention very much." Although valid, this statement indicates that the attractiveness dimension of influencers may not be as strong as other dimensions such as credibility or power. These findings indicate that the variables simultaneously have a positive and significant impact on Purchasing Decisions through the TikTok Shop application in West Jakarta. The results are consistent with Rif'adah (2019) and Yulianto (2024), who found that Influencer Endorsement significantly affects Purchasing Decisions.

Based on the research results, Price Discounts have a significant effect, with a significance value of $0.000 (< 0.05)$ and a calculated t value of 6.362. This result shows that discounts play an important role in accelerating consumers' purchasing decision-making process. Cash, quantity, functional, and seasonal discounts offered by sellers on TikTok Shop encourage consumers to make purchases immediately. The data testing for the second hypothesis shows that Price Discounts significantly affect Purchasing Decisions. Based on the validity test, the Price Discount variable consists of eight statement items. The highest calculated r value is found for DH01 ($r = 0.635$): "The discount offered makes me more interested in buying the product." This indicates that discounts effectively encourage purchasing decisions. The lowest calculated r value is found for DH05 ($r = 0.474$): "I often ignore seasonal discounts." This indicates that not all types of discounts have the same strength of effect on consumer decisions. These findings indicate that the

variables simultaneously have a positive and significant impact on Purchasing Decisions through the TikTok Shop application in West Jakarta. The results are consistent with Maryani et al. (2023) and Ginting (2019), who found that Price Discounts significantly affect Purchasing Decisions.

Based on the research results, Product Quality is the variable with the most dominant influence on purchasing decisions, as indicated by a calculated t value of 17.083 and a significance value of 0.000 (< 0.05). This indicates that product quality (ease of use, durability, benefits, and product variety) is a primary consideration in purchasing decisions. In other words, although consumers may initially be attracted by endorsements and discounts, their final decision is strongly determined by the quality of the product received. The data testing for the third hypothesis shows that Product Quality significantly affects Purchasing Decisions. Based on the validity test, the statement with the highest calculated r value is KP04 ($r = 0.741$): "I buy products because they suit my needs and wants." This reinforces the position of needs as a major factor in purchasing decisions. The lowest calculated r value is found for KP06 ($r = 0.558$): "I still buy the product even though there are other alternatives." This shows that the presence of alternatives can reduce the strength of an established purchasing decision. These findings indicate that the variables simultaneously have a positive and significant impact on Purchasing Decisions through the TikTok Shop application in West Jakarta. The results are consistent with Maryani et al. (2023) and Ginting (2019), who stated that Product Quality significantly affects Purchasing Decisions. Simultaneously, the three variables (Influencer Endorsement, Price Discounts, and Product Quality) make a substantial contribution to purchasing decisions, with a coefficient of determination (R^2) of 87.6%. This means that most consumer purchasing decisions on TikTok Shop can be explained by these three factors, while the remainder is influenced by other variables not examined, such as customer service, payment methods, and reviews from other users. Based on the validity test, the highest calculated r value for Influencer Endorsement was IE04 ($r = 0.685$): "I feel that influencers who promote products have a strong influence on their followers." This reflects that perceived influencer power is the strongest indicator of the variable. Conversely, the lowest value was IE06 ($r = 0.433$): "The influencer I follow does not attract my attention very much." For the Price Discount variable, the highest calculated r value was DH01 ($r = 0.635$): "The discount offered makes me more interested in buying the product," while the lowest was DH05 ($r = 0.474$): "I often ignore seasonal discounts." For Product Quality, the highest calculated r value was KP04 ($r = 0.741$): "I buy products because they suit my needs and wants," while the lowest was KP06 ($r = 0.558$): "I still buy the product even though there are other alternatives." This highlights the importance of an integrated marketing strategy that combines promotion, quality, and the appropriate use of public figures. Hypothesis testing shows that Influencer Endorsement, Price Discounts, and Product Quality significantly affect Purchasing Decisions. These findings indicate that all variables simultaneously have a positive and significant impact on Purchasing Decisions through the TikTok Shop application in West Jakarta. The results are consistent with Jessica (2021) and Maryani et al. (2023), who found that Influencer Endorsement, Price Discounts, and Product Quality significantly affect Purchasing Decisions.

Conclusion

After conducting this study, the researchers obtained results and conclusions concerning the variables Influencer Endorsement, Price Discounts, Product Quality, and Purchasing Decisions. Influencer Endorsement has a significant effect on Purchasing Decisions, Price Discounts have a significant effect on Purchasing Decisions, and Product Quality has a significant effect on Purchasing Decisions. Simultaneously, the three independent variables—Influencer Endorsement, Price Discounts, and Product Quality—have a positive and significant effect on Purchasing Decisions through the TikTok Shop application in the West Jakarta area.

Suggestions

Based on the results, the researchers recommend that future studies consider adding new variables to explore other aspects of the research object. Expanding the geographical area and research period is also recommended so that the population coverage becomes more representative and the number of respondents increases. In addition, the use of different methodological approaches may enrich the perspective and produce more diverse findings. Influencer endorsements are advised to be more selective, honest, and responsible when promoting products in order to maintain audience trust. Meanwhile, users of the TikTok Shop application are advised to make purchasing decisions more wisely by considering rational factors such as product quality and not being solely influenced by promotions or influencer endorsements.

Managerial Implications

This study provides a theoretical contribution by revealing the relationship between Influencer Endorsement, Price Discounts, Product Quality, and consumer Purchasing Decisions. The analysis shows that the three variables simultaneously have a positive and significant effect on purchasing decisions on the TikTok Shop platform, particularly in West Jakarta. These findings provide several strategic recommendations that can be utilized by businesses relying on TikTok Shop as a marketing channel:

1. **Influencer Endorsement Strategy:** The significant effect of influencer endorsement on purchasing decisions confirms the importance of promotion based on public figures. Therefore, companies are advised to select influencers strategically by considering the suitability of the influencer's profile to the target market segment, credibility, and high audience engagement. Selecting the right influencer can expand promotional reach and strengthen consumers' positive perceptions of the product.
2. **Price Discount Optimization:** The effectiveness of discounts in encouraging purchasing decisions shows that an attractive pricing strategy remains an important element of digital marketing. Businesses need to design discount programs that are not only

attractive but also consider profit margins. Discount offers should be adjusted to specific moments, such as holidays or thematic campaigns, to increase purchase appeal and urgency.

3. Product Quality as a Determining Factor: In the consumer decision-making process, companies need to maintain consistent quality standards, both in terms of materials and design and the match between products and the descriptions displayed on the platform. This effort aims to build consumer trust and encourage long-term loyalty.

Overall, the findings of this study emphasize the importance of a holistic marketing approach. The combination of effective endorsements, competitive pricing offers, and maintained product quality will strengthen business competitiveness in attracting and retaining consumers amid the dynamics of the digital market. Therefore, these findings can serve as an applicable guide for businesses, particularly in developing responsive marketing strategies aligned with consumer trends and needs, especially in the context of using TikTok Shop as a sales platform.

REFERENCES

1. Anjani, W. P., & Ngatno. (2019). Pengaruh Kualitas Produk Dan Iklan Terhadap Keputusan Pembelian Coca-Cola Melalui Brand Image Sebagai Variabel Intervening (Studi Pada Konsumen Minuman Ringan Bersoda Merek Coca-Cola Di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 8(1), 26–34. <https://ejournal3.undip.ac.id/index.php/jiab/article/view/23646/21524>
2. Dwi Septian, I., Sampurno, & Derriawan. (2019). Pengaruh Endorser Non-Selebriti Terhadap Brand Image Dan Brand Trust Serta Berdampak Pada Minat Beli Konsumen Produk Pond'S Instabright Tone Up Milk Cream Melalui Media Sosial Instagram. *Jurnal Inovasi Manajemen Ekonomi Akuntansi*, 1(2), 172–187.
3. Handaru, A. W., Utomo, T., & Sudiarditha, I. K. R. (2013). Pengaruh Lingkungan Kerja, Kompensasi dan Komitmen Organisasi Terhadap Kepuasan Kerja Karyawan di RS "X." *Jurnal Riset Manajemen Sains Indonesia (JRMSI)*, 4(1), 116–135.
4. Harahap, D. S., & Khair, H. (2019). Pengaruh Kepemimpinan Dan Kompensasi Terhadap Kepuasan Kerja Melalui Motivasi Kerja. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 2(1), 69–88. <https://doi.org/10.30596/maneggio.v2i1.3404>
5. Jessica, I. (2021). Pengaruh Advertising Appeals Terhadap Repurchase Intention Dengan Celebrity Endorser Sebagai Variabel Moderasi (Studi Pada *Jurnal Strategi Pemasaran*. <https://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/11969%0Ahttps://publication.petra.ac.id/index.php/manajemen-pemasaran/article/download/11969/10539>
6. Khusuma, D. T., & Utomo, H. (2021). Pengaruh Dimensi Kualitas Produk Terhadap Kepuasan Konsumen Venice Pure Aesthetic Clinic Salatiga. *Among Makarti*, 13(2), 78–88. <https://doi.org/10.52353/ama.v13i2.199>
7. Mariam, S., Agustia, R. D., & Ramli, A. H. (2025). *Siti Mariam 1 * Rizka Diah Agustia 2 Abdul Haeba Ramli 3. 3*. <https://doi.org/10.37641/jimkes.v13i3.3453>
8. Mariam, S., Maratis, J., & Ramli, A. H. (2025). *Analysis of The Influence of Tiktok Social Media on Purchase Intention*. 22(1), 9–17.
9. Maryani, R., R. R. Wening Ken Widodasih, & SBR, K. (2023). Pengaruh Promosi Online, Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Scarlett Menggunakan Aplikasi Tiktok (Studi Pada Mahasiswa Angkatan 2019 Prodi Manajemen Universitas Pelita Bangsa). *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 9(4), 1304–1316. <https://doi.org/10.35870/jemsi.v9i4.1289>
10. Nuraini, K. D., Fitroh, F. I., & Putra, S. (2024). Mengapa Para Netizen Memutuskan Pembelian Pada Produk Skincare Somethinc? Pengaruh Influencer, Live Streaming dan Program Flash Sale. *(DINAMIKA) Jurnal Manajemen Sosial Ekonomi*, 4(1), 26–37. <https://journal.stiestekom.ac.id/index.php/dinamika/article/view/417>
11. Rif'adah, Y. (2019). Pengaruh Islamic Endorsement dan Islamic Branding terhadap Minat Beli di Media Sosial Instagram Safi Indonesia. *Skripsi*, 12. http://digilib.uinsby.ac.id/29477/%0Ahttp://digilib.uinsby.ac.id/29477/1/YuliarRif%27adah_G04215039.pdf
12. Vonk Noordegraaf, C., & Welles, G. W. H. (2023). Product quality. *Greenhouse Climate Control: An Integrated Approach*, 4(1), 92–97. <https://doi.org/10.4324/9780080914947-10>
13. Yulianto, A. Y., & Prabowo, R. E. (2024). Pengaruh Kualitas Produk, Persepsi Harga, Dan Promosi Terhadap Keputusan Pembelian di TikTok Shop (Studi Pada Pelanggan TikTok Shop di Kota Semarang). *Jesya*, 7(1), 972–982. <https://doi.org/10.36778/jesya.v7i1.1518>
14. Geraldine, Y. M. (2021). Pengaruh Citra Merek, Kualitas Produk, Media Sosial Dan Harga Terhadap Minat Beli Konsumen Pada Produk Brand Wardah. *POINT: Jurnal Ekonomi Dan Manajemen*, 3(1), 71–82. <https://doi.org/10.46918/point.v3i1.880>
15. Halim, N. R., & Iskandar, D. A. (2019). Pengaruh Kualitas Produk, Harga dan Strategi Promosi Terhadap Minat Beli. *Jurnal Ilmu Dan Riset ...*, 4(3), 415–424. <http://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/2605>
16. Khusuma, D. T., & Utomo, H. (2021). Pengaruh Dimensi Kualitas Produk Terhadap Kepuasan Konsumen Venice Pure Aesthetic Clinic Salatiga. *Among Makarti*, 13(2), 78–88. <https://doi.org/10.52353/ama.v13i2.199>
17. Kumala, O. B. (2012). Pengaruh Word Of Mouth Terhadap Minat Beli Konsumen Pada Tune Hotels Kuta-Bali. *Jakarta: Universitas Indonesia*, 3642–3658.
18. Manajemen, M. J., Tidar, U., Manajemen, D. J., & Tidar, U. (2022). *ANALISIS PENGARUH KUALITAS PRODUK DAN REVIEW BEAUTY VLOGGER TERHADAP KEPUTUSAN PEMBELIAN PADA PRODUK KOSMETIK Sonia Aprilia Saputri I, Ivo Novitaningtyas 2*. 15(1)*, 65–76.

19. Misnanto, R., & Istiyanto, B. (2021). Pengaruh Harga, Kualitas Produk, Dan Celebrity Endorser Terhadap Minat Beli Produk Scarlett Whitening (Studi Kasus Pada Perempuan Di Surakarta). *Jurnal Ekobis Dewantara*, 4(2), 78–88.
20. Mumtahanah, N. D., Purwanto, H., & Sidanti, H. (2022). Pengaruh Brand Ambassador dan Brand Image Terhadap Keputusan Pembelian Produk Scarlett Whitening Dengan Minat Beli Sebagai Variabel Intervening. *Jurnal SIMBA : Seminar Inovasi Manajemen Bisnis Dan Akuntansi*, September, 1–18.
21. Brilliany, E. A. P. W. N. (2022). Pengaruh Celebrity Endorser , Citra Merek Dan Kepercayaan Merek. *Jurnal Riset Manajemen Dan Akuntansi*, 2(1), 72–77.
22. Fauziah, N., & Aziz Mubarak, D. A. (2019). Pengaruh Citra Merek Terhadap Minat Beli : Studi Pada Produk Kecantikan. *Image : Jurnal Riset Manajemen*, 8(1), 37–44. <https://doi.org/10.17509/image.v8i1.22686>
23. Feny, W. R., & Sutedjo, B. (2022). Pengaruh Celebrity Endorser, Citra Merek dan Kepercayaan Merek terhadap Minat Beli (Studi Pada Konsumen Skincare MS Glow Beautyhome di Demak). *Journal of Management & Business*, 5(1), 168–181. <https://journal.stieamkop.ac.id/index.php/seiko/article/download/1903/1260>