

Effect Of Price, Perceived Easy Of Use, E-Wom On Purchase Decision Of Tiktok Shop In Medan

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ABSTRACT

Tiktok Shop which is a new feature of Tiktok, has very large sales, the popularity of Tiktok at this time has spread in various countries in the world. this study aims to analyze the influence of price, perceived ease of Use, and e-wom on purchasing decisions on the Tiktok Shop application. the research method used is quantitative with an associative approach. The results showed that the price and perception of ease of use significantly affect the purchase decision. Meanwhile E-WOM has no significant effect against the purchase decision. But the price, the perception of ease of use, and e-WOM influence together (simultaneously) to the purchase decision.

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I. Introduction

The rapid development of technology in the industry 5.0 era has led to more and more internet users. The rapid growth of internet use has resulted in many applications that can be accessed by the public, including social media. In Indonesia, there are several social media that are widely accessed by the public, such as Instagram, Twitter, Facebook, and Tiktok as well as several other social media applications.

Tiktok is a short video player application created and uploaded by its users. This application originates from China and was first launched in 2016. Tiktok is an application that occupies the position of the top 5 free applications and occupies position 1 as an entertainment application in the App Store. The increasing popularity of Tiktok makes this application continuously update its application. At this time there are several new features that can be felt when accessing Tiktok, namely the Tiktok shop, music, and stories features. The Tiktok Shop was first used in September 2021. When it was just launched until now, the sales made at the Tiktok Shop are quite large.

The Tiktok Shop was first used in September 2021. When it was just launched until now, the sales made at the Tiktok Shop are quite large. Tiktok Shop is also a social media application that does not direct users to the shop website when making a purchase so that users or consumers can make regular purchase transactions on the Tiktok Shop application, this is an easier alternative compared to other social media applications.

II. method

Marketing

According to Ritonga et al (2018) marketing is a design, the process of creating, communicating, delivering, and also exchanging offers that are of value to customers and the general public. According to Zainurossalamia (2020) marketing is something related to a process of recognizing and meeting human needs or public.

Marketing Mix

According to Fadelsyah (2021) Language marketing mix is a marketing mix, whereas according to the term marketing mix is a marketing strategy that is carried out in an integrated manner or a marketing strategy that is carried out simultaneously in implementing the elements of the strategy in the marketing mix itself.

Price

According to Indrasari (2019) Price is the value of an item in rupiah. In different conditions the price can be interpreted as the amount paid by the buyer. In this activity, price is a method used by a producer to differentiate what he offers from his competitors. Pricing can be considered as part of the function of distinguishing goods in marketing. Meanwhile, according to Alma (Farisi et al., 2020) price is the amount expressed in money for an item, thus the notion of price is a tool that measures the basis of an economic system because prices affect distribution of factors of production, then price can be interpreted as the amount of money needed to obtain a product which is accompanied by service. According to Indrasari (2019) there are six indicators that characterize prices. The six indicators are price affordability, price compatibility with product quality, price competitiveness, price compatibility with benefits, prices can influence consumers in making decisions.

Perceived Ease of Use

According to Davis (Sito Putri and Iriani, 2021) perceived ease of use is defined as the level of confidence in a person that a technology system can be understood and used easily. According to Cudjoe (Naufaldi and Tjokrosaputro, 2020) Perceived Ease of Use is the level of belief in someone that using a particular technology or system will free them from effort. According to Venkatesh and Davis (Japariato and Anggono, 2020) there are five indicators of perceived ease of use. The five indicators are clear and understandable individual interactions with the system, it doesn't take a lot of effort to interact with the system (does not require a lot of mental effort), the system is easy to use,

E-WOM (Electronic Word of Mouth)

According to Goyette et al., (Saputra & Barus, 2020) they argue that e-WOM is a development of traditional WOM. The definition of WOM itself is the exchange and flow of information, communication or conversation from two individuals regarding opinions which are experiences when buying or using a product or service. So that information is not only obtained from people who already know it but also from people who are in a larger scope and are also able to motivate someone in an interest in buying. According to Liu (Sudarita, 2020) Electronic Word of Mouth or e-WOM is a value that is positive or negative expressed by buyers, whether regular customers or former customers, regarding a product, service, or company using the internet.

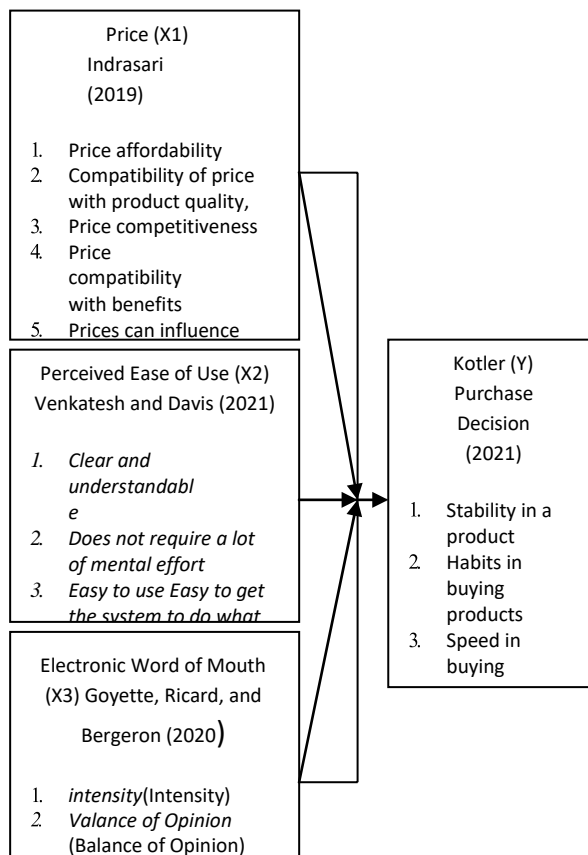
Buying decision

According to Kotler and Armstrong (Kumbara, 2021) purchasing decisions are buyers' decisions about which brand to buy. According to (Tjiptono, 2012) purchasing decisions are a process of a consumer or customer starting to recognize their problem, they start looking for any information about a particular product or brand and start assessing well which alternatives can solve their problem, then in the end will lead to a purchase decision. According to Kotler (Kumbara, 2021) there are three indicators when determining a purchase decision, namely Stability in a product, Habit in buying a product, Speed in buying a product.

Framework of thinking

The framework of this research can be described as follows:

Figure 1 Thinking Framework



Research Hypothesis

The hypothesis proposed in this study is as follows:

1. Ha1: Price has a significant effect on purchasing decisions at Tiktok Shop.
2. H01: Price has no significant effect on purchasing decisions at the Tiktok Shop.
3. Ha2: Perceived ease of use has a significant effect on purchasing decisions at Tiktok Shop.
4. H02: Perceived ease of use has no significant effect on purchasing decisions at Tiktok Shop.
5. Ha3: Electronic Word of Mouth has a significant effect on purchasing decisions at the Tiktok Shop.
6. H03: Electronic Word of Mouth has no significant effect on purchasing decisions at the Tiktok Shop.
7. Ha4: Price, Ease of Transaction, and Electronic Word of Mouth Together have a significant effect on purchasing decisions.
8. H04: Price, Ease of Transaction, and Electronic Word of Mouth together have no significant effect on purchasing decisions.

The research method used in this study is a quantitative research method using an associative approach. This study aims to determine the relationship between two or more variables by using data in the form of numbers as a tool to analyze the relationship in question. The population in this study are Tiktok Shop users in Medan City, with a set sample of 100 respondents. The sampling technique used in this study was purposive sampling. The primary data collection technique in this study was carried out by distributing questionnaires via the Google form to Tktok Shop users in Medan City, for secondary data obtained from various sources.

Smirnov of 0.336 > 0.05 which means that the data used is normally distributed. The results of the heteroscedasticity test show that the points are spread randomly and do not form a clear pattern and are spread both above and below zero on the Y axis so that heteroscedasticity does not occur. The results of the multicollinearity test show that the tolerance value of the price variable is 0.398 > 0.10,

the perceived ease of use variable is $0.363 > 0.10$, and e-wom is $0.522 > 0.10$. Then the VIF value of the price variable is $2.514 < 10$, the variable perceived ease of use is $2.756 < 10$, and e-wom is $1.917 < 10$, so it can be concluded that there are no symptoms of multicollinearity between the independent variables.

III. Results And Discussion

In testing this research instrument was carried out by using a validity test and reliability test. The results of the validity test in this study have a rtable value $> r_{count}$ (0.196), and the reliability test in this study has a Cronbach's Alpha value > 0.6 , so that the research instrument in this study can be said to be valid and reliable.

The results of the classical assumption test showed that the data in this study were normally distributed, free from multicollinearity symptoms, and free from heteroscedasticity symptoms. The results of the normality test obtained a significant value on the Kolmogorov-
The characteristics of the respondents in this study included gender, age, last education, occupation, income, district of residence, and had made a purchase on the Tiktok Shop application at least 2 times and was at least 18 years old. The identity of the respondents obtained is as follows:

Table 1 Demographic Characteristics

Demographic Characteristics	Frequency(f)
Gender	
Man	24
Woman	76
Age	
18-21 years	22
22-25 years	71
26-30 years	4
> 30 years	3
Work	
Student / Student	72
Civil Servants / Civil Servants	0
Private employees	18
Other	4
Entrepreneurs	6
Last education	
SENIOR HIGH SCHOOL	61
Undergraduate	3
ate Diploma (S1)	36
Income Per Month	
<IDR 1000,000	55
IDR 1000,000-IDR 2,500,000	28
IDR 2,600,000-IDR 3,500,000	11
Rp. 3,600,000-Rp. 4,500,000	5
> IDR 4,500,000	1
Residential District	
Sandpaper Field	5
Terrain Area	4
West Medan	5
New Field	5

Belawan Field	4
Medan Deli	5
Denai Field	5
Helvetian Field	5
Medan Johore	5
City Field	5
Labuhan Field	5
Medan Maimun	5
Medan Marelan	5
Field of Struggle	5
Polonia Field	4
Petition Field	4
Medan Selayang	5
Medan Sunggal	4
Tembung Field	5
East Medan	5
Lucky Field	5
Purchase Intensity	
<2 times	44
2-5 times	48
>5 times	8

Source: Data Processing Results (2022)

Multiple Linear Regression Analysis

Multiple linear regression analysis was carried out with the aim of knowing whether or not there was an influence of the independent variable (X) on the dependent variable (Y). The results of the multiple linear regression test are as follows:

Source: Data Processing Results (2022)

Based on the data from the regression test results, the multiple linear regression analysis model can be formulated in the following equation:

$$Y = 0.197 + 0.601X_1 + 0.283X_2 + 0.023X_3$$

In the regression equation above it can be explained that:

1. The positive constant value is 0.197, this explains that if the variable Price, Perceived Ease of Use, e-WOM is zero (0), then the purchasing decision of Tiktok Shop Medan users is 0.197.
2. The price coefficient (X1) 0.601. The that there is a between price This means that to increase by 1 purchase
3. The regression coefficient of Perceived Ease of Use variable (X2) has a positive value of 0.283.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std Error	Betas		
(Constant)	.197	.1919		.103	.918
X1	.601	.100	.504	5,978	.000
X2	.283	.065	.385	4,360	.000
X3	.023	.059	.029	.389	.698

variable regression has a positive value of coefficient is positive so positive relationship and purchase decision. if the price is assumed unit, it will increase the decision by 0.601 units.

The coefficient is positive so that there is a positive relationship between Perceived Ease of Use and purchasing decisions. This means that if the price is assumed to increase by 1 unit, it will increase the Purchase Decision by 0.283 units.

- The regression coefficient of the e-WOM variable (X3) has a positive value of 0.023. The coefficient is positive so that there is a positive relationship between eWOM and purchasing decisions. This means that if the price is assumed to increase by 1 unit, it will increase the purchase decision by 0.023 units.

Partial Test (T Test)

The results of the partial test (T test) in this study can be seen in the following table

Table 3 Hypothesis Testing

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std Error	Betas		
(Constant)	.197	.1919		.103	.918
X1	.601	.100	.504	5,978	.000
¹ X2	.283	.065	.385	4,360	.000
X3	.023	.059	.029	.389	.698

Source: Data Processing Results (2022)

Based on the results of the T test above it can be concluded that:

- The results of testing the Statistical Software program for the price variable (X1) on Purchase Decision (Y) obtained a tcount value of 5.978 where the tcount value is greater than the ttable value which is equal to 1.984 ($5.978 > 1.984$) with a significance value smaller than 0.05 ($0.000 < 0.05$) and a positive regression coefficient of 0.601. This shows that the price variable (X1) has a significant effect on purchasing decisions (Y). From these results it can be concluded that Ha1 is accepted.
- Based on the test results using the Software Statistics program for the variable Perceived ease of use (X2) a tcount value of 4.360 is obtained, which means that tcount is greater than the ttable value of 1.984 ($4.360 > 1.984$) with a significance value less than 0.05 ($0.000 < 0.05$) and a positive regression coefficient of 0.283. This shows that the variable perceived ease of use (X2) has a significant effect on purchasing decisions (Y). From these results it can be concluded that Ha2 is accepted.
- Based on the test results using the Statistical Software program for the e-WOM variable (X3), a tcount value of 0.389 is obtained, which means that tcount is smaller than the ttable value of 1.984 ($0.389 < 1.984$) with a significance value greater than 0.05 ($0.698 > 0.05$) and a positive regression coefficient of 0.23. This shows that the variable e-WOM (X3) has no significant effect on purchasing decisions (Y). From these results it can be concluded that H03 is accepted.

Simultaneous Test (Test F)

The F test was carried out with the aim of knowing whether or not there was a simultaneous (joint) effect of the independent variables namely price (X1) perceived ease of use (X2) and e-wom (X3) on purchasing decisions (Y). The results of the simultaneous test (Test F) of this study can be seen in the following table:

Table 4 Simultaneous Test (Test F)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	982,267	3	327,422	86106	.000
	Residual	365,043	96	3,803		b
	Total	1347310	99			

Source: Data Processing Results (2022)

Dependent Variable: Y

Predictors: (Constant), X2, X1

Based on the results of data processing in table 4.52, it can be concluded that the fcount value obtained is 86.106, which means that the fcount value is greater than the ftable value, namely $86.106 > 2.699$ or based on the sig value. namely $0.000 < 0.05$. Through these results it can be seen that the independent variables namely Price (X1), Perceived ease of use (X2), e-WOM (X3) have an equally (simultaneous) effect on the dependent variable, namely purchasing decision (Y)

Determination Coefficient Test (R2)

The results of the test for the coefficient of determination (R2) in this study can be seen in the following table:

Table 5 Test of the Coefficient of Determination (R2)

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.854a	.729	.721	1950

Source: Data Processing Results (2022)

Predictors: (Constant), Brand Image, Green Marketing

Dependent Variable: Customer Loyalty

Based on the results of data processing in the table

4.53 it can be seen that the value of r is 0.854, where the value of this coefficient shows the relationship between Price (X1), Perceived ease of use (X2), e-WOM (X3) and Purchase decision (Y) which is quite close if the value of R is close to number 1 the better the model will be. The coefficient of determination above shows that the price variable (X1), perceived ease of use (X2), e-WOM (X3) can explain the purchase decision (Y) by 72.1% while the remaining 27.9% is influenced by other variables that not described in this study.

1. Effect of Price (X1) on Purchasing Decisions (Y)

The Tiktok Shop offers lower prices compared to other buying and selling platforms, the prices listed on the Tiktok Shop attract the attention of young people, where they really like things that are trending, especially in terms of fashion, usually young people who are very interested in fashion trends are Woman. young people who are generally students and also students who are still in school have a limited income because their source of income comes from their parents.

2. The Effect of Perceived Ease of Use (X2) on Purchasing Decisions (Y).

Tiktok continues to innovate from when it was first launched until now, there have been many changes that have occurred to Tiktok. One of the changes that has occurred is the presence of new features such as the Tiktok Shop. When Tiktok Shop was first launched, it was difficult to use because many people still didn't understand how to make purchases and how to operate the system on this one feature. However, as time goes by, there are more and more Tiktok users and with the increasing frequency of Tiktok being used by the public, information about how to operate the Tiktok Shop system is also increasing, so that operating the system is easier to understand. Many procedures for using the Tiktok Shop system are obtained from various content created by the Tiktok Shop, Gradually, Tiktok Shop is finally easy for its users to use, plus Tiktok Shop users are young people who learn fast and are familiar with technology. Tiktok Shop, which is a social media application in which there are buying and selling transactions without having to divert users to the shop's website when making transactions, makes using Tiktok Shop easier compared to other social media applications so that Tiktok Shop users decide to buy on this application,

3. The Effect of E-WOM (X3) on Purchase Decisions (Y).

The results of this study can be caused by several things, including the E-WOM indicators used such as Intensity (Intensity), Valence of Opinion (Opinion Balance), and also Content (Content) in research cannot fully influence Purchase Decisions and purchasing decisions. purchase can be influenced by factors other than E-WOM such as brand ambassadors, brand image, and other factors not discussed in this study. Besides that, TikTok Shop users don't interact often Tiktok users can also buy products when sellers are doing live or live broadcasts to promote their products so that Tiktok

users or consumers get information about the product they want and can see the product offered directly without having to interact with other users when they want to buy a product users who understand how to use

IV. Conclusion

Based on the results of the research and discussion that have been described, it can be concluded as follows, the price variable (X1) has a positive and partially significant effect on purchasing decisions (Y). This proves that the price variable has a significant effect on purchasing decisions on the Tiktok Shop application in Medan City. The most influential indicator in this variable is price competitiveness and price suitability with the product quality offered in the TiktokShop application, the Perceived Ease of Use Variable (X2) has a positive and partially significant effect on purchasing decisions (Y). This proves that Perceived Ease of Use influences purchasing decisions on the Tiktok Shop application in Medan City. The most influential indicator in this variable is the system is easy to use (easy to use) and easy to operate the system according to what you want (easy to get the system to do what he/she wants to do) because the features contained in the Tiktok Shop application are not confusing its users and easier compared to other buying and selling platforms, the E-WOM Variable (X3) has no significant effect on purchasing decisions on the Tiktok Shop application in Medan City. This can happen because the e-WOM indicators used in this study such as Intensity (Intensity), Valence of Opinion (Opinion Balance), and also Content (Content) cannot fully influence Purchase Decisions. The most influential indicator in this variable is Content (Content), the independent variable is price (X1), Perceived Ease of Use (X2), E-WOM (X3) have a joint effect on the dependent variable, namely the purchase decision (Y). The results of the correlation coefficient value show that the relationship between Price, Perceived Ease of Use, E-WOM and purchasing decisions is quite close, namely 0.854 where if the R value is close to 1, the model will be even better.

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