

## GENERATION Z PURCHASE DECISION ON TIK-TOK SHOP IN TASIKMALAYA CITY: ANALYSIS OF INNOVATION, QUALITIES, PROMOTION AND E-TRUST

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**Abstract:** This research aims to analyse consumer behavior regarding purchasing decisions in TikTok's live shopping based on Product Innovation, Product Quality, Promotion, and e-Trust. Furthermore, this research is a quantitative research involving stratified random sampling consisting of 202 Generation Z respondents that live in the city of Tasikmalaya, the spreading of set of questionnaires is using direct filling Google form to reduce the use of paper. Data analysis technique using Multiple Linear Regression Analysis by SPSS Version 26. Result from this research is that Product Innovation, Product Quality, Promotion and e-trust in both partially and simultaneously have a positive and significant impact to consumer purchase decisions in Z generation located in Tasikmalaya, Indonesia. The novelty of this research is examines the impact on consumer decision buying decision in TikTok social commerce in Indonesia which is a new model as a type of e-commerce.

**Keywords:** *TikTok Live Shop, purchase decisions, Generation Z*

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### 1. Introduction

Change is an inherent aspect of life, and presently, nearly all sectors, as noted by (Awaluddin, n.d.), are undergoing transformative shifts, including the ubiquitous presence of various social media applications—an unstoppable phenomenon in contemporary society. The swift evolution of technology and information has facilitated the convergence of business activities with social interaction, fostering innovations that fundamentally alter consumer behavior, particularly in purchase decisions.

The current trend is the emergence of 'Shop,' a platform that unites buyers and sellers through live streaming, packaged within entertaining activities. Livestreaming, increasingly popular among social media users, has become a vehicle for sharing personal activities directly with followers. The e-commerce industry is evolving rapidly, and the integration of social media with e-commerce has ignited new competition among businesses in the online realm through the Shop business model.

According to (Ayu Rizaty, 2023), the We Are Social report anticipates that TikTok users worldwide will reach 1.09 billion by April 2023, with the majority (38.5%) falling within the 18 to 24 age group. The United States leads in TikTok users, with 116.5 million, followed closely by Indonesia with 113 million users. Additionally, (Prastiwi, n.d.) reports that by

January 2023, the number of sellers on TikTok Shop had reached 10 million, offering a staggering 100 million products, and the number of buyers had reached 50 million.

On the other hand, The business model canvas, as defined by (Awaluddin, 2019) and (Osterwalder & Pigneur, 2010), is employed by TikTok through its TikTok Shop feature, representing one of the newest marketplace models in Indonesia. This feature offers a distinct shopping experience compared to conventional e-commerce platforms like Tokopedia and Shopee, establishing TikTok Shop as the most frequently used social media platform for online shopping in Indonesia (Khadijah, n.d.).

Previously, TikTok had the TikTok Live feature, used for interactive buying and selling activities (Tety et al., n.d.), providing a shopping experience akin to physical shopping with a personal connection to the products (Ulfa, n.d.). Consequently, the revenue from TikTok continues to surge, posing a threat to existing e-commerce platforms and reshaping digital marketing approaches (Ghorbani et al., 2022).

With this growing trend, purchase decisions have undergone a transformation. Purchase decisions, a fundamental aspect of consumer behavior, involve various factors. Product innovation has been identified as influencing purchase decisions, with studies demonstrating its positive impact on buying intentions for products such as Honda Beat in Semarang (Santoso et al., 2020) and Oppo smartphone at PT Cahaya Sejahtera, Riau (Oscardo et al., 2021).

Product quality, as evidenced by (Tety et al., n.d.) significantly influences the buying intentions of TikTok users in Medan, and (Rachmaningtyas & Surianto, 2022) highlight its impact on purchase decisions for Scarlett Whitening in Gresik Regency. The influence of promotions on purchase decisions emphasizes that more attractive promotions result in higher purchase decisions, correlating with the brand image provided to consumers.

Research by (Suarna, 2022) underscores the significant influence of promotion and e-trust on purchase decisions in TikTok live streaming in Bandung. (Stephanie, n.d.) reports that content on TikTok entices users to make unplanned purchases, with a substantial percentage belonging to Generation Z (18-24 years old).

Indonesia, as the second-largest TikTok user globally is predominantly represented by Generation Z. Generation Z, born between 1998 and 2009, is characterized by a strong affinity with technology, making up a significant portion of TikTok's user base. This research aims to explore the impact of the Shop business model trend on purchase decisions among Generation Z, focusing specifically on the phenomenon within the TikTok application—the largest social media commerce platform. The high purchase rates on TikTok and previous research highlighting the influence of product innovation, product quality, promotion, and e-trust on consumer behavior have motivated this study.

While (Suarna, 2022) previously demonstrated the positive influence of promotional variables, brand image, and e-trust on the purchase decisions of TikTok users in Bandung, this study addresses a research gap by focusing on the city of Tasikmalaya and the Generation Z demographic. (Mukodompit et al., 2022) and (Cahyaningtyas & Indra Wijaksana, 2021) examined TikTok purchase decisions among students at Sam Ratulangi University and Scarlet product consumers, respectively, in locations different from Tasikmalaya, lacking representation of Generation Z.

This study, by analyzing the partial and simultaneous influence of product quality, innovation, promotion, and e-trust on TikTok live shop application users in Generation Z in Tasikmalaya, seeks to contribute to the discussion on consumer behavior theory. From a practical standpoint, the findings are expected to assist companies, especially entrepreneurs or

SMEs, in shaping and defining product innovation, quality, promotional content, and trust-building strategies for consumers.

Consumer behavior theory is the study of how individuals or groups choose, buy, use, or dispose of products, services, ideas, or experiences to satisfy their needs and desires (Bray, 2008). This theory views consumers as rational decision-makers who are only concerned with their own interests (Schiffman and Kanuk, 2007, Zinkhan, 1992) in (Bray, 2008). The activities considered include: need recognition, information search, evaluation of alternatives, formation of purchase intention, purchase action, consumption, and finally disposal.

## **2. Research Method**

Descriptive quantitative research is a method for gathering quantifiable information intended for statistical analysis within a population sample (Bhat, 2023). It is commonly employed in market research to analyze the characteristics of a demographic segment. Quantitative research methods can also be utilized for correlational or experimental research (Bhat, 2023).

The essence of quantitative research lies in its capacity to derive meaningful insights from numerical data collected from a specific subset of a population. These insights are not confined to the sample group alone but can be extrapolated to provide a broader understanding or explanation of a certain phenomenon within the entire population (Sage-Advice, 2020). Quantitative research can take the form of experimental or descriptive (non experimental, i.e., describing a population in specific terms) studies (Sage-Advice, 2020). Quantitative descriptive and correlational research involve scientific investigations where observations are made through measurements (Hassan, 2023), and these measurements yield numerical data subjected to statistical analyses to derive meaningful conclusions (Hassan, 2023).

Stratified random sampling is a probability sampling technique where the population is divided into non-intersecting groups or "strata" based on common traits or behaviors. From each of these homogeneous groups, a random sample is drawn using a simple probability mechanism. This sampling method is cost-effective, enhances efficiency, and ensures higher accuracy and diversity in results. It is also known as random quota sampling or proportional random sampling (Fleetwood, 2023).

In this study, the sample was collected using the Stratified Random Sampling and Purposive Sampling methods, comprising 202 respondents from the Generation Z population born between 1998 and 2009 in the city of Tasikmalaya, Indonesia. The data collection period spanned from July to October 2023. Two types of data were employed: primary data, collected by the researcher to address existing problems, and secondary data, pre-existing information gathered from other sources. The data collection method involved using a set of questionnaires through Google Forms distributed directly to respondents in the city of Tasikmalaya, minimizing the use of paper. Additionally, secondary data were obtained through literature review to support the research.

For the analysis, SPSS version 26.0 software was utilized, integrating both primary and secondary data collection techniques. The main data source was a survey in the form of a Google form distributed to TikTok application users in the city of Tasikmalaya, specifically targeting Generation Z users.

Data analysis techniques included Instrument Testing and Classical Assumptions Testing. Instrument Testing assessed the instrument's ease of use through validity and reliability tests. Classical Assumptions Testing determined three elements: normality, multicollinearity, and heteroskedasticity. In a regression model, the normality test assessed whether independent or dependent variables were normally distributed. Multicollinearity testing aimed to identify inter-

correlation among generally considered independent variables. Heteroskedasticity testing assessed whether absolute residual variances were consistent across all observations.

Multiple Linear Regression Analysis was then employed for Hypothesis Testing. Statistical methods such as t-tests, F-tests, and the coefficient of determination ( $R^2$ ) were used to evaluate hypotheses. The t-test assessed if specific independent variables significantly influenced the dependent variable and whether their influence differed significantly from each other. The F-test determined the statistical significance of independent factors on the dependent variable. The coefficient of determination gauged how well the model explained results using predictor variables.

Multiple linear regression, a statistical technique using two or more explanatory variables to predict the outcome of a response variable, was applied (Baraka, 2023). This technique modeled the linear relationship between continuous or categorical explanatory variables and a continuous response variable (Baraka, 2023). It is an extension of linear regression that uses just one explanatory variable (Baraka, 2023). The multiple linear regression model aimed to develop a linear equation determining the most effective combination of independent variables, each appropriately weighted, to predict the criterion variable optimally (Hayes, 2023). This approach allowed analysts to determine the model's variation and the relative contribution of each independent variable to the total variance or dependent variable.

### **Hypotheses Development**

A hypothesis represents a research question that incorporates a projected or anticipated outcome of the research (Scribbr, 2023). It is a testable assumption or prediction subject to examination through observation and experimentation (Scribbr, 2023). Falsifiability is a key attribute, implying that evidence can either support or refute the hypothesis (Scribbr, 2023). These hypotheses are founded on existing knowledge and research, and for this study, they encompass four variables: Product Innovation, Quality, Promotion, and e-Trust as independent variables, and Purchase Decision as the dependent variable.

#### **1. Product Innovation (X1)**

Product innovation entails the introduction of novel products or systems that contribute to the economic success of companies and the societal well-being of consumers and the broader community or environment. According to (Hurley & Hult, 1998), innovation serves as a mechanism for companies to adapt to a dynamic environment, necessitating the generation of new ideas and concepts through the provision of innovative products and improved services to meet customer satisfaction. (Rogers, 1995) further defines innovation as an idea, concept, practice, or object perceived and accepted as something new by individuals or groups, adopted and used to influence others in decision-making.

#### **2. Product Quality (X2)**

Product quality refers to the characteristics of a product or service that sustain its ability to meet the stated or implied needs of customers. Quality encompasses all aspects offered to the market to attract attention, be purchased, used, or consumed to satisfy desires or needs. As per (Amstrong, 2018) and (Kotler, 2017), product quality is determined by how well it meets the explicit or tacit requirements of the target market. Characteristics indicating product quality include performance, core product functions supported by features, conformance to specifications, durability, reliability, ease of service, and aesthetic appeal.

#### **3. Promotion (X3)**

Promotion involves activities aimed at communicating the benefits of a product and persuading customers to make a purchase (Amstrong, 2018). Positive activities facilitated

through the use of TikTok encompass enhancing creativity and editing skills. Additionally, TikTok serves as a social media platform to promote products or services, creating marketing content for online sales (Wibowo, 2021).

4. E-Trust (X4)

According to (Primananda et al., 2022), trust plays a crucial role in trading and can enhance the intention to buy. In the online environment, trust becomes even more pivotal due to its complexities surpassing traditional settings. E-trust involves positive expectations during online shopping, boosting consumer confidence (Ho and Chen, 2014, in (Primananda et al., 2022)). It is essential in forming and maintaining relationships between online businesses and customers, alleviating skepticism and complexities in Internet business transactions. E-trust differs from traditional trust, particularly in the virtual environment, closely linked to digital trust in online stores.

5. Purchase Decision (Y)

Purchase decision, as defined by (Alma, 2018), is a consumer decision influenced by economic, technological, political, cultural, product, price, location, promotion, physical evidence, people, and process factors. It forms an attitude for consumers to process information and make a conclusion about which product to buy. Purchase decisions are integral to consumer behavior and can be motivated or impulsive, with needs and desires as the fundamental motivations.

H1: The purchase decision in Tik-Tok live streaming shopping is influenced by Product Innovation to be positive and significant partially.

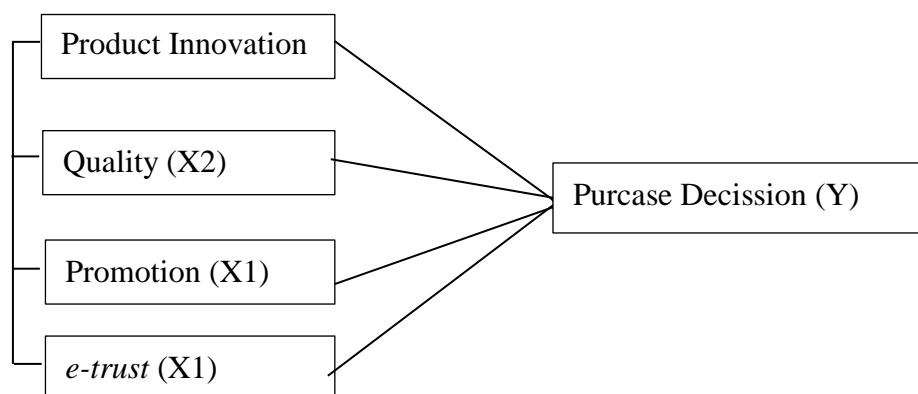
H2: The purchase decision in Tik-Tok live streaming shopping is influenced by Product Quality to be positive and significant partially.

H3: The purchase decision in Tik-Tok live streaming shopping is influenced by Promotion to be significant and positive partially.

H4: The purchase decision in Tik-Tok live streaming shopping is influenced by E-trust to be significant and positive partially.

H5: Product Innovation, Product Quality, Promotion, and E-trust collectively have a positive and significant influence on Purchase decision in Tik-Tok live streaming shopping.

**Graph 1**



Source: Research Data 2023



### 3. Result and Discussion

#### 3.1. Result

The dataset derived from this research comprises participants meeting the specified criteria, namely Generation Z, totalling 202 individuals located in the city of Tasikmalaya. The demographic breakdown of the respondents, delineated by gender, reveals 133 female participants and 69 male participants. Additionally, with respect to occupation, all respondents fall within the category of students or university attendees.

#### Validity Test

Following the validity assessment of the variables, namely innovation, quality, promotion, e-trust, and purchasing decision, utilizing 44 questionnaire items with a critical value (r-table) of 0.1161, it is established that all variables are deemed valid. This determination is drawn from the observation that the calculated r-values surpass the prescribed r-table threshold.

#### Reliability Test

The reliability test was conducted on all questionnaire items in this study, and here are the results.

**Table 1. Reliability Test**

No	Variable name	Cronbach's Alpha	Information
1	Innovation	718	Reliable
2	Quality	806	Reliable
3	Promotion	818	Reliable
4	e-trust	862	Reliable
5	Purchase decision	862	Reliable

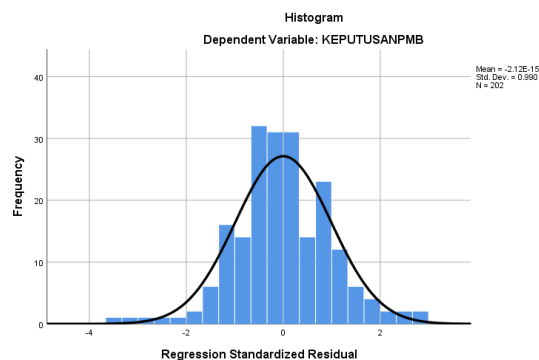
Source: Research Data 2023

From the data processing above, with N of items and Cronbach's Alpha both equal to or greater than 0.6, it can be concluded that the entire questionnaire is reliable.

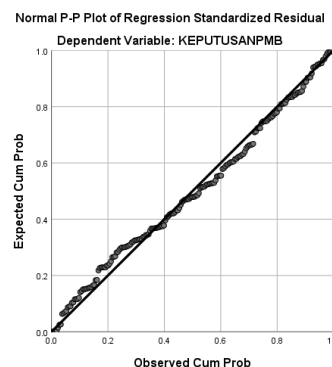
#### Normality Test

The results of the normality test analysis can be observed in the following histogram and graph:

**Figure 1**



**Figure 2**



Result of normal P-Plot  
Variable X1.X2.X3.X3 to Y

Source: Research Data 2023

From the visualization results of the data processing above, it can be observed that the x1, x2, x3, x4 research instrument is normally distributed as it follows the diagonal line. Therefore, it can be concluded that the research data is normally distributed.

### Multicollinearity Test

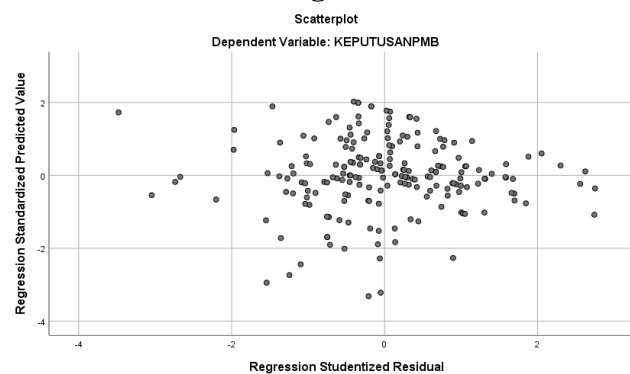
**Table 2**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.046	1.524		.030	.976		
	INNOVATION	.175	.084	.113	2.090	.038	.435	2.300
	QUALITY	.395	.121	.206	3.279	.001	.323	3.093
	PROMOTION	.393	.074	.308	5.287	.000	.376	2.659
	E-TRUST	.469	.088	.339	5.311	.000	.313	3.194

Source: Research Data (2023)

### Heteroscedasticity test

**Figure 3.**



Source: Research Data (2023)

Meanwhile, in the heteroscedasticity test, it can be observed from the scatter plot test above that there are no signs of heteroscedasticity because the graph is not patterned.

### Multiple Linear Regression Analysis

To analyze the coefficient results of regression in multiple linear tests can be carried out in a formulated manner regression equation (linear regression model) as follows:

$$Y = a + \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \epsilon$$

Where:

- Y : Purchase decision variable
- a : Constant
- b1 : Innovation regression coefficient
- b2 : Quality regression coefficient
- b3 : Promotion regression coefficient
- b4 : E-trust regression coefficient
- X1 : Innovation Variable

X2 : Quality Variable  
X3 : Promotion Variable  
X4 : e-trust variable  
e : Error

The regression equation based on this formula is as follows:

$$Y = 0.046 + 0.175X_1 + 0.395X_2 + 0.393X_3 + 0.469X_4$$

The regression analysis reveals that the constant value of 0.046 signifies a positive and statistically significant influence on the dependent variable, Purchase Decision (Y). This influence is attributed to the independent variables, namely, Innovation (X1), Quality (X2), Promotion (X3), and E-trust (X4). The regression equation illustrates the positive impact (+) of these variables on the Purchase Decision (Y), with each independent variable (Innovation, Quality, Promotion, and E-trust) selecting Purchase Decision as the dependent variable. Specifically, the following effects are observed:

1. For Innovation (X1), the purchase decision (Y) is projected to increase by 1.75 score units for every 10 score units increase, as indicated by the coefficient of the Innovation variable (X1) at 0.175. This affirms that innovation positively influences Purchase Decisions, supporting the acceptance of Hypothesis H1.
2. Regarding Quality (X2), the purchase decision (Y) is anticipated to increase by 3.95 unit scores for every 10-unit increase in Quality, according to the coefficient (X2) of 0.395. This signifies a positive influence of product quality on purchase decisions, thereby validating Hypothesis H2.
3. In the case of Promotion (X3), the coefficient of 0.393 suggests that for every 10-unit increase in Promotion (X3), the purchase decision (Y) is expected to increase by 3.93 score units. This implies that promotion has a positive effect on purchase decisions, leading to the acceptance of Hypothesis H3.
4. Finally, for E-trust (X4), the coefficient of 0.496 indicates that for every 10-unit increase in E-trust, the purchase decision (Y) will increase by 4.96 unit scores. This underscores the positive impact of E-trust on purchase decisions, supporting the acceptance of Hypothesis H4.

In conclusion, the regression analysis provides empirical support for the positive influence of Innovation, Quality, Promotion, and E-trust on Purchase Decisions in the TikTok Live Shop, affirming the acceptance of hypotheses H1, H2, H3, and H4.

### **T-test**

Here is the result for partial t-test obtained by the SPSS 26 version:

**Table 3. t test**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.046	1.524		.030	.976		
	INNOVATION	.175	.084	.113	2.090	.038	.435	2.300
	QUALITY	.395	.121	.206	3.279	.001	.323	3.093
	PROMOTION	.393	.074	.308	5.287	.000	.376	2.659



E-TRUST	.469	.088	.339	5.311	.000	.313	3.194
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Source: Research Data (2023)

In the partial regression t-test, when the significance (sig) is less than 0.05, it indicates partial significance. In this specific analysis, considering degrees of freedom (df) of 197, the critical t-value is established at 1.97208. Consequently:

1. Innovation exerts a positive influence on purchase decisions, as the calculated t-value of 2.09 exceeds the critical t-value.
2. Quality demonstrates an effect of 3.279, Promotion has an effect of 5.287, and E-trust has an effect of 5.311. All these values surpass the critical t-value of 1.97, with their significance levels being less than 0.05.

Given these results, it can be confidently concluded that all variables—Innovation (H1), Quality (H2), Promotion (H3), and E-trust (H4)—have a partial, positive, and statistically significant influence on purchase decisions. Therefore, all corresponding hypotheses (H1, H2, H3, and H4) are substantiated and approved.

### Simultaneous F-Test

The Simultaneous F-Test is applied to assess the joint significance of multiple independent variables in influencing the dependent variable. In this study, if the significance value (sig) associated with the Simultaneous F-Test is less than 0.05, it is considered statistically significant. The findings indicate that the variables Innovation, Quality, E-trust, and Promotion collectively exhibit a simultaneous and statistically significant influence on purchasing decisions for products on TikTok Live. This underscores the interconnected impact of these variables in shaping the overall decision-making process for consumers on the TikTok Live platform.

**Table 4**  
ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5778.652	4	1444.663	146.847	.000 <sup>b</sup>
Residual	1938.061	197	9.838		
Total	7716.713	201			

a. Dependent Variable: KEPUTUSANPMB

b. Predictors: (Constant), QUALITY, INNOVATION, PROMOTION, E-TRUST

Source: Research Data (2023)

When comparing the calculated F-value to the tabulated F-value, a value greater than the tabulated F-value signifies a positive influence. In this study, the variables Innovation (X1), Quality (X2), Promotion (X3), and E-trust (X4) all exhibit an F count of 146.847, surpassing the critical F table value of 2.42, as indicated in the table. Moreover, the significance of this regression model is evident, given that the significance value (sig) is less than 0.05 (0.00000). Consequently, based on the criteria and analysis, it can be concluded that Hypothesis 5 (H5) is substantiated. This implies that the variables Innovation (X1), Quality (X2), Promotion (X3), and E-trust (X4) collectively exert a simultaneous and positively significant influence on Purchase decisions at the TikTok Live Shop.

**Table 5**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted Square	RStd. Error of the Estimate	Durbin-Watson
1	.865 <sup>a</sup>	.749	.744	3.13654	1.782

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a. Predictors: (Constant), E-TRUST, INNOVATION, PROMOTION, QUALITY  
b. Dependent Variable: KEPUTUSANPMB

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Source: Research Data (2023)

The cumulative impact of the independent variables on the dependent variable is illustrated by the model summary R-squared, indicating an overall influence of 74.5%. This implies that the combined effect of innovation, quality, promotion, and e-trust on purchasing decisions in TikTok Live Shopping is estimated to be 74.4%. Therefore, it can be deduced that the specified variables collectively account for a substantial proportion of the variance in purchasing decisions within the TikTok Live Shopping platform.

### **3.2. Discussion**

In summary, the Generation Z respondents in Tasikmalaya city, as reflected in this study, exhibit a favorable and positive response towards all independent variables, encompassing innovation, quality, marketing, and e-trust within the TikTok Live Shop application. The respondents in Tasikmalaya demonstrate a positive and significant impact, both individually and collectively, on their purchasing decisions within the application. This suggests that the respondents comprehensively grasped the questionnaire and conveyed a positive attitude towards the services offered by TikTok Live Shop, which, despite being temporarily halted by the government during the period of this research report, remains a prominent feature within TikTok.

Specifically, the e-trust variable emerges as the most influential factor, exerting the greatest positive effect on respondents' decisions within the TikTok Live Shop. This underscores the high level of trust that respondents place in the products available on the application. Moreover, when considering all variables collectively, their combined positive and significant influence on purchasing decisions further emphasizes the overall positive sentiment and impact of these factors on the decision-making process of Generation Z consumers in the context of TikTok Live Shop.

#### **Innovation in purchasing decisions**

Innovation emerges as a crucial attribute influencing purchasing decisions at the TikTok Live Shop, according to the perceptions of respondents. Customers believe that the products available at the TikTok Live Shop possess innovative qualities that significantly impact their purchase considerations. These innovative attributes include distinctive product features, unique packaging, diverse functions and benefits, and a range of product variants. In this study, the variable of product innovation demonstrated a positive and noteworthy influence on purchasing decisions.

These findings align with and validate the conclusions of previous research conducted by Fenilia (Fenilia Fenilia, 2023) in a study titled "Effect of Innovation, Brand Ambassador, and Promotion on Purchasing Decisions for Scarlett Whitening on Social Media TikTok in Batam." The consistency of these results across different contexts emphasizes the universal significance of innovation as a determinant factor in shaping consumer purchasing behavior, particularly in the dynamic environment of social media platforms like TikTok.

#### **Product Quality on Purchasing Decisions**

Quality emerges as a pivotal variable in the decision-making process for purchasing products at the TikTok Live Shop among Generation Z individuals in the city of Tasikmalaya. The assessment of product quality includes factors such as durability and a robust product design that surpasses consumer expectations. In this study, the quality of the products sold

demonstrated a positive and significant impact, both partially and simultaneously, on the purchasing decisions of the respondents.

These findings are consistent with and support the conclusions of previous studies that have identified product quality as a crucial independent variable influencing consumer purchasing decisions. This study further reinforces the outcomes of research conducted by (Surya Ramadhon et al., 2023) in their investigation titled "Viral Marketing Analysis, Product Quality, Price, and Live Streaming of Popcorn Perfume in the TikTok Marketplace on Purchasing Decisions for Generation Z in Madison." The alignment of these results across different contexts underscores the universal importance of product quality in shaping the consumer decision-making process on platforms like TikTok Live.

#### **Promotion of purchasing decisions**

The Promotion variable proves to be particularly intriguing as it encompasses a range of promotional strategies, such as discounts, subsidies, and audio-visual models, aimed at enticing customers to make purchases at the TikTok Live Shop. According to the perspectives of the respondents in this study, promotion was perceived to have a positive and significant impact on their purchasing behavior at the TikTok shop. This finding aligns with and fortifies the outcomes of a prior investigation conducted by (Setya Juli, 2022), which explored the influence of price, trust, and promotion on purchasing decisions for Wardah products on TikTok. The recognition of promotion's efficacy in influencing consumer behavior underscores its relevance and importance in the context of purchasing decisions on TikTok Live.

#### **e-trust and overall variables on purchasing decisions**

The e-trust variable emerged as the most significant and positively influential factor on purchasing decisions during the period of this research conducted on the TikTok application. Notably, customer trust on TikTok was found to be high, substantiated by the absence of fraud, the presence of trusted sellers, and the reliability of the TikTok payment system. The e-trust variable demonstrated a noteworthy and positive partial impact on purchasing decisions in the TikTok Live Shop, both partially and significantly.

This study aligns with and reinforces the findings of prior research conducted in Bandung City by (Suarna, 2022) on the impact of promotional variables and e-trust on purchasing decisions on TikTok. The positive effect of e-trust on purchasing decisions observed in this research contributes additional empirical support to the existing body of knowledge.

In conclusion, all variables investigated in this study exhibited a positive and significant impact on purchasing decisions. This study introduces novelty through the unique composition of variables and the distinctive research location in the city of Tasikmalaya, targeting respondents belonging to Generation Z. These aspects contribute to the richness of the research literature, expanding our understanding of the dynamics of purchasing decisions on TikTok Live in specific contexts.

#### **4. Conclusion**

From the findings of this investigation, it can be deduced that:

- 1) Product innovation exerts a partially positive impact on purchasing decisions on TikTok Live. Purchase decisions (Y) are expected to increase by 1.75 score units for every 10 score units increase in Innovation (X1), as indicated by the coefficient of the innovation variable (X1), which is 0.175. This suggests that innovation positively influences purchase decisions, thereby validating Hypothesis H1.
- 2) The quality of the products available on TikTok Live has a partially positive effect on purchasing decisions. Purchase decisions (Y) are projected to increase by 3.95 unit scores

for every 10-unit increase in quality (X2), according to the coefficient of the quality variable (X2) of 0.395. This substantiates that product quality positively impacts purchase decisions, confirming H2.

- 3) Promotion has a partially positive influence on purchasing decisions for products on TikTok Live. Furthermore, the coefficient for the promotion variable (X3) is 0.393, indicating that for every 10-unit increase in promotion (X3), the purchase decision (Y) is expected to increase by 3.93 score units. This implies that e-trust has a positive effect on purchase decisions, leading to the acceptance of Hypothesis H3.
- 4) E-trust also exerts a partially positive influence on purchasing decisions on TikTok Live Shop. The coefficient for the e-trust variable (X4) is 0.496, suggesting that for every 10-unit increase in e-trust (X4), the purchase decision (Y) is projected to increase by 4.96 unit scores. This indicates a positive effect of e-trust on purchase decisions, supporting the acceptance of Hypothesis H4.
- 5) In summary, product innovation, service quality, e-trust, and promotion collectively have a positive impact on purchasing decisions for products on TikTok Live, accounting for 74.4% significance from the Adjusted R square. Additionally, all variables—Innovation (X1), Quality (X2), Promotion (X3), and E-trust (X4)—display an F count of 146.847, exceeding the threshold of 2.42, signifying a simultaneous and statistically significant positive influence on purchase decisions at TikTok Live Shop.

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