

The Influence of Product Quality and Promotional Activities on Consumer Purchase Intention on the TikTok Shop Platform

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Abstract

This research explores the impact of product quality and promotional strategies on consumer purchase intention within the TikTok Shop ecosystem. Employing a quantitative framework, the study gathered data through consumer surveys, which were subsequently analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings demonstrate that product quality serves as a primary driver of purchase intention, showing a strong and significant positive effect. Similarly, promotional activities were found to play a crucial role in significantly boosting consumer interest. Beyond individual effects, the simultaneous analysis confirms that both variables collectively enhance the likelihood of consumer engagement. These results suggest that in the social commerce landscape, the combination of superior product standards and interactive marketing is essential for capturing the market. Consequently, digital entrepreneurs are encouraged to harmonize high-quality offerings with dynamic promotional tactics to solidify their competitive advantage and drive purchasing decisions on the platform. Strategic integration ensures business growth.

Keywords: product quality, promotional activities, consumer purchasing interest, TikTok Shop, social commerce

INTRODUCTION

The development of digital technology has significantly transformed the landscape of commerce, particularly through the emergence of social commerce, which integrates social media activities with direct buying and selling transactions. One of the social commerce platforms that has experienced rapid growth is TikTok Shop. This platform combines video-based entertainment content with e-commerce features, thereby creating an interactive and community-driven shopping experience. This phenomenon has positioned TikTok Shop as a strategic channel for businesses to reach consumers in a more emotional and persuasive manner compared to conventional e-commerce platforms (Han et al., 2023).

Consumer purchase intention is a key variable in determining the success of marketing in digital platforms. Purchase intention is defined as the psychological tendency of consumers to buy a product after going through a process of information evaluation, value perception, and prior experience (Dodds et al., 1991). In the context of social commerce, purchase intention is influenced not only by rational factors such as price, but also by emotional, visual, and social aspects formed through digital interactions (Hajli, 2015).

One of the main factors influencing consumer purchase intention is product quality. Product quality reflects a product's ability to meet or exceed consumer expectations in terms of functionality, durability, design, and reliability (Garvin, 1987). In a digital environment such as TikTok Shop, product quality is assessed not only through direct usage experience but also through visual representation, customer reviews, and product demonstrations via video content (Kim & Lennon, 2013). Previous studies have shown that perceived product quality has a positive and significant effect on consumer purchase intention in both e-commerce and social commerce platforms (Tsiotsou, 2006; Park & Kim, 2003).

In addition to product quality, promotional activities also play an important role in shaping consumer purchase intention on digital platforms. Promotional activities include various marketing communication efforts such as discounts, flash sales, live streaming,

influencer endorsements, and interactive promotional content designed to attract attention and encourage purchasing decisions (Kotler & Keller, 2016). TikTok Shop, in particular, leverages live commerce and influencer marketing, which have been proven to significantly enhance consumer trust and engagement (Zhang et al., 2022).

Effective promotion not only serves as a means of delivering information but also acts as a psychological stimulus that shapes perceived value and purchase urgency. Studies in digital marketing indicate that social media-based promotions have a direct influence on purchase intention through increased brand awareness, perceived value, and electronic word-of-mouth (Cheung et al., 2014). In TikTok Shop, the combination of visual promotion, persuasive narratives, and real-time interaction creates an environment conducive to both impulsive buying and planned purchases (Wongkitrungrueng & Assarut, 2020).

Although numerous studies on purchase intention in e-commerce have been conducted, empirical research specifically examining the influence of product quality and promotional activities on consumer purchase intention in TikTok Shop remains relatively limited, particularly in the Indonesian market context. In fact, TikTok Shop differs from conventional marketplaces as it emphasizes short video content, social interaction, and user preference-based algorithms. These differences have the potential to modify the relationship between marketing variables and consumer behavior (Li et al., 2021).

Consequently, this inquiry is essential to address the prevailing research void by empirically investigating how product quality and promotional endeavors dictate consumer purchase intention within the TikTok Shop environment. The resulting insights aim to offer substantial theoretical advancements to the discourse on digital marketing and social commerce. Furthermore, this study provides actionable implications for commercial entities, assisting them in formulating sophisticated marketing blueprints that are deeply aligned with evolving consumer behavioral patterns. With increasing competition among sellers on TikTok Shop, a comprehensive understanding of the factors influencing consumer purchase intention becomes crucial. This study is expected to serve as a basis for strategic decision-making in improving product quality and designing promotional activities that are relevant, credible, and aligned with the needs of modern consumers.

Data on TikTok Shop users recorded in February 2025 indicate that the platform has a large and globally distributed user base, with the United States and Indonesia being the two countries with the highest number of users. This finding highlights the importance of TikTok Shop as a social commerce channel that significantly influences digital consumer behavior.

The objective of this study is to analyze the influence of product quality and promotional activities on consumer purchase intention on TikTok Shop. The benefits of this study are expected to contribute theoretically to the development of digital marketing and social commerce literature, as well as practically to assist businesses in designing more effective marketing strategies based on digital consumer behavior. The results of this study are also expected to serve as a basis for strategic decision-making in improving product quality and designing promotional activities that are relevant, credible, and oriented toward the needs of modern consumers.

RESEARCH METHOD

Utilizing a quantitative framework underpinned by a causal research architecture, this inquiry employs a survey methodology to scrutinize the interplay between product quality, promotional initiatives, and consumer purchase intention on TikTok Shop. This methodological choice ensures an objective and methodical validation of variable correlations through numerical evidence (Hair et al., 2021; Han et al., 2023). The target population encompasses TikTok Shop users with prior purchasing experience, utilizing a purposive sampling strategy to select active participants who have executed at least one transaction. Given the indeterminate population size, a sample of 97 respondents was established via the Lemeshow formula (Hair et al., 2021; Taherdoost, 2020; Sarstedt et al., 2022).

Primary data acquisition was facilitated through structured online instruments hosted on Google Forms, leveraging a five-point Likert scale to evaluate the focal constructs—a technique recognized for its efficacy in quantifying attitudes and behavioral inclinations within digital ecosystems (Zhu et al., 2020; Hair et al., 2021; Joshi et al., 2020). Statistical processing was executed via Partial Least Squares–Structural Equation Modeling (PLS-SEM) using SmartPLS software. This involved a rigorous evaluation of the measurement model—encompassing convergent validity, discriminant validity, and reliability—followed by a structural model assessment utilizing R^2 and f^2 metrics, and hypothesis verification through bootstrapping at a 5% significance threshold (Hair et al., 2021; Sarstedt et al., 2022).

RESULTS AND DISCUSSION

1. Respondent Characteristics

Table 1. Respondent Characteristics

Characteristics	Criteria	Frequency	Presentation
Gender	Man	33	34%
	Woman	64	66%
	Total	97	100%
Age	< 18 Tahun	2	2%
	18 - 24 Years	6	6%
	25 - 30 Years	30	31%
	> 30 Years	59	61%
	Total	97	100%
Job	Civil Servants/ASN	9	9%
	Private sector employee	70	72%
	Students	6	6%
	BUMD	12	12%
	Total	97	100%
Domicile	West Jakarta	16	16%
	Central Jakarta	5	5%
	South Jakarta	54	56%
	East Jakarta	16	16%
	North Jakarta	6	6%

Total	97	100%
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Source: Data processing results, 2026

Based on Table 1 above, the descriptive statistical results show that the total number of respondents in this study is 97. Based on gender, the majority of respondents are female, totaling 64 individuals (66%), while male respondents account for 33 individuals (34%). This indicates that female participation is more dominant in this study.

Based on age characteristics, most respondents fall into the age group above 30 years, totaling 59 individuals (61%). Furthermore, respondents aged 25–30 years amount to 30 individuals (31%), those aged 18–24 years total 6 individuals (6%), and respondents under 18 years old account for 2 individuals (2%). This age distribution indicates that the respondents are predominantly in the productive age group, with relatively strong purchasing power and mature consumption experience.

Based on occupation, the majority of respondents are private sector employees, totaling 70 individuals (72%). Respondents working as civil servants (ASN) amount to 9 individuals (9%), those who are students account for 6 individuals (6%), and respondents working in regionally owned enterprises (BUMD) total 12 individuals (12%). This distribution indicates that most respondents have a stable income, enabling them to engage in purchasing activities through TikTok Shop.

Based on domicile, most respondents reside in South Jakarta, totaling 54 individuals (56%). Respondents living in West Jakarta and East Jakarta each account for 16 individuals (16%), those residing in North Jakarta total 6 individuals (6%), and respondents in Central Jakarta amount to 5 individuals (5%). This shows that respondents are distributed across all areas of DKI Jakarta, with a dominance in South Jakarta.

2. Outer Model Testing

Table 2. Results the Outer Model Test of Independent Variables

Variable	Indicator	Loading Factor	AVE	Information
Product Quality (X1)	Performance	0.701	0.705	Valid (Loading > 0.7, AVE > 0.5)
	Conformance	0.882		
	Durability	0.888		
	Material Quality	0.878		
	Perceived Value	0.835		
Promotional Activities (X2)	Promotional Attractiveness	0.931	0.747	Valid (Loading > 0.7, AVE > 0.5)
	Informational Clarity	0.910		
	Promotional Incentives	0.894		
	Endorser Credibility	0.790		
	Message Quality	0.785		

Source : Data processing results, 2026

Table 3. Outer Model Test Results for Dependent Variables

Variable	Indicator	Loading Factor	AVE	Information
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Purchase Intention (Y)	Interest	0.948	0.801	Valid (Loading > 0.7, AVE > 0.5)
	Desire	0.913		
	Purchase Intention	0.823		
	Preference	0.858		
	Recommendation Intention	0.927		

Source : Data Processing results, 2026

Referring to Table 2 and Table 3, the outer model evaluation demonstrates that all measurement indicators for both independent and dependent variables have satisfied the requirements of convergent validity. For Product Quality (X1), factor loadings fall within the range of 0.701–0.888 with an AVE of 0.705, indicating that the indicators sufficiently capture the underlying construct. Similarly, Promotional Activities (X2) exhibit loading values between 0.785–0.931 and an AVE of 0.747, confirming that the indicators reliably reflect the variable being measured. In addition, the dependent variable, Purchase Intention (Y), shows strong indicator performance with loading values ranging from 0.823–0.948 and an AVE of 0.801, suggesting a high level of construct representation. Collectively, these findings confirm that all indicators meet the established thresholds (loading > 0.70 and AVE > 0.50), thereby indicating adequate convergent validity and supporting the suitability of the measurement model for subsequent structural (inner model) analysis.

3. Discriminant Validity Test

Table 4. Discriminant Validity Test Results

	Promotional Activities (X2)	Product Quality (X1)	Purchase Intention(Y)
Promotional Activities (X2)	0.864		
Product Quality (X1)	0.842	0.840	
Purchase Intention (Y)	0.875	0.892	0.895

Source : Data Processing results, 2026

Based on the Fornell–Larcker assessment detailed in Table 4, the model exhibits robust discriminant validity. The square root of the AVE for X2 (0.864), X1 (0.840), and Y (0.895) remains higher than any associated correlation coefficients, validating that each variable is statistically unique. This high degree of differentiation confirms that the constructs do not overlap conceptually. Therefore, the data is deemed appropriate for subsequent inner model analysis.

4. Reliability Test

Table 5. Results of the Reliability Test of Research Instruments

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Promotion Activity (X2)	0.914	0.922	0.936	0.747
Product Quality (X1)	0.894	0.907	0.922	0.705

Purchase Intention (Y)	0.937	0.943	0.953	0.801
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Source : Data Processing results, 2026

The analytical outcomes presented in Table 5 confirm that every construct within this inquiry exhibits an exceptional degree of reliability. This stability is validated by the scores of Cronbach’s alpha, composite reliability, and Average Variance Extracted, all of which align with established academic benchmarks. Regarding the Promotional Activities variable, the recorded coefficients signify that its indicators possess superior internal consistency. Similarly, the metrics for Product Quality attest that the measurement instrument is dependable and maintains high precision in evaluating the construct. For Purchase Intention, the data reflects a remarkably high level of reliability across its specific indicators. All research dimensions satisfy the necessary reliability thresholds, with internal consistency and composite reliability figures consistently surpassing the point seven zero mark and variance extraction values exceeding point five zero. Consequently, the research instrument is deemed sufficiently robust and academically sound for the subsequent phase of structural model analysis.

5. Inner Model Testing

This assessment is executed by interpreting the path coefficients and the coefficient of determination, alongside verifying the statistical weight of these inter-construct associations. Such validation is derived from the critical values and probability figures generated through the iterative bootstrapping process (Hair et al., 2021; Sofyani, 2025).

6. R-Square Test

Table 6. R Square Test Results

	R-square	R-square adjusted
Purchase Intention (Y)	0.848	0.845

Source : Data Processing results, 2026

The structural model assessment within the PLS-SEM framework is designed to scrutinize the foundational linkages between latent dimensions, specifically focusing on the magnitude and orientation of the impact exerted by exogenous factors upon endogenous outcomes. This appraisal is executed by interpreting the path coefficients and the coefficient of determination, alongside verifying the statistical weight of these inter-construct associations. Such validation is derived from the critical values and probability figures generated through the iterative bootstrapping process.

7. F-Square Test

Table 7. F-Square Test Results

	F-square
Promotional Activities (X2) -> Purchase Intention (Y)	0.342
Product Quality (X1) -> Purchase Intention (Y)	0.551

Source: Processed data, 2026

As illustrated in Table 7, the effect size evaluation demonstrates that Product Quality (X1) yields a coefficient of 0.551 in relation to Purchase Intention (Y). This magnitude signifies that product excellence exerts a profound influence in elucidating the variances within consumer buying inclinations. Concurrently, Promotional Activities (X2) recorded a value of 0.342, situating it within the substantial effect bracket. These metrics suggest that while marketing initiatives provide a significant impetus for consumer interest, their impact is secondary to the primary role of product standards. Ultimately, the findings corroborate that both exogenous factors offer meaningful explanatory power within the model, with product quality emerging as the paramount determinant of consumer decision-making within the TikTok Shop landscape.

8. Model Fit Test

Table 8. Model Fit Test Results

	Saturated model	Estimated model
SRMR	0.096	0.096

Source: Processed data, 2026

According to the data in Table 8, the Standardized Root Mean Square Residual (SRMR) for both the saturated and estimated models was recorded at 0.096. As this figure remains below the conventional threshold of 0.10, the research framework demonstrates an acceptable goodness-of-fit.

The equivalence between the saturated and estimated values signifies that the structural architecture accurately mirrors the empirical evidence, with no substantial discrepancy between the theoretical assumptions and the observed results. Consequently, the **PLS-SEM** model is deemed statistically robust and fit for evaluating the intricate relationships between the latent dimensions.

9. Partial Testing and Hypothesis Testing

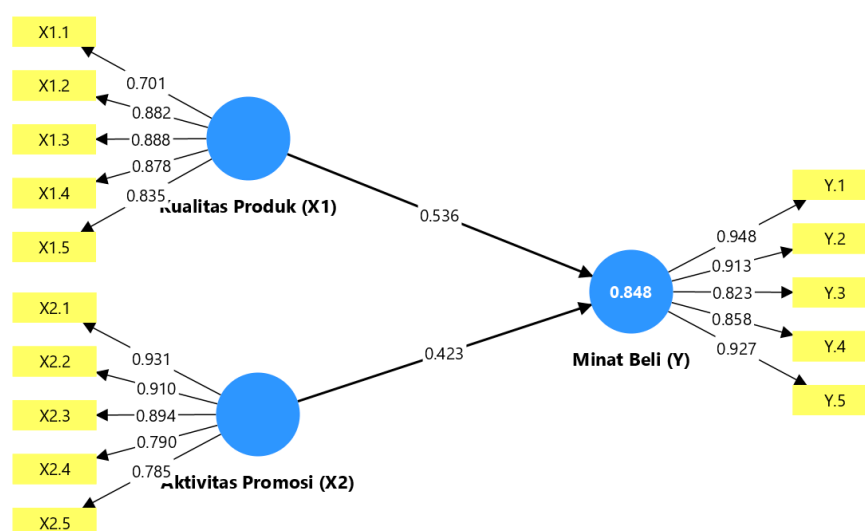


Figure 3. Results of Partial and Hypothesis Testing

The provided illustration delineates the structural framework within the Partial Least Squares–Structural Equation Modeling (PLS-SEM) analysis, employed to scrutinize the causal linkages between the latent dimensions of this inquiry. This model maps the trajectory and magnitude of the impact exerted by the exogenous factors Product Quality (X1) and Promotional Activities (X2) upon the endogenous outcome of Consumer Purchase Intention (Y) (Hair et al., 2021).

Each latent construct is operationalized through a series of manifest indicators, while the numerical values assigned to the paths represent the coefficients utilized for partial assessment of the research hypotheses. Furthermore, the R-square metric within the Purchase Intention construct quantifies the collective explanatory power of the independent variables in accounting for variance in the dependent variable (Hair et al., 2021; Sofyani, 2023). To ascertain the statistical weight of these inter-variable associations, a bootstrapping procedure is executed, providing the empirical foundation necessary to validate or reject the proposed theoretical propositions (Hair et al., 2021).

Table 9. Purchase Intention Analysis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Description
Promotional Activities (X2) -> Purchase Intention (Y)	0.423	0.420	0.085	4.983	0.000	Significant
Product Quality (X1) -> Purchase Intention (Y)	0.536	0.540	0.089	6.048	0.000	Significant

The application of Partial Least Squares Structural Equation Modeling (PLS-SEM) through a bootstrapping procedure confirms that all proposed hypotheses are empirically supported. Product Quality (H1) emerges as a dominant driver, demonstrating a potent and significant positive impact on buying inclinations, while Promotional Activities (H2) also significantly bolsters interest through effective marketing outreach. Furthermore, the analysis validates a simultaneous effect (H3), illustrating that the synergy between superior product standards and strategic digital promotions collectively intensifies the likelihood of transactions. These findings suggest that within the TikTok Shop ecosystem, purchase intention is significantly heightened when businesses harmonize high-caliber offerings with compelling, interactive promotional tactics, as both dimensions independently and jointly surpass established statistical thresholds for significance.

1. The Effect of Product Quality on Consumer Purchase Intention

Empirical evidence suggests that product excellence exerts a substantial and statistically significant influence on buying inclinations within the TikTok Shop ecosystem. This correlation implies that as the perceived caliber of an offering improves, the probability of transaction completion escalates accordingly. Within the social commerce landscape, the conceptualization of quality transcends mere physical attributes; it fundamentally encompasses the congruence between the digital representation of the item and the tangible post-purchase experience of the end-user (Dhingra et al., 2020).

Previous studies emphasize that perceived product quality is shaped by visual content, product descriptions, user reviews, and seller credibility on digital platforms (Nadeem et al.,

2020). On TikTok Shop, short video features and live streaming enable consumers to evaluate products more realistically without physical interaction, thereby strengthening quality perceptions and reducing purchase risk (Chan & Asni, 2023).

This finding is consistent with studies by Ong et al. (2024) and Rizomyliotis et al. (2024), which state that high perceived product quality significantly increases purchase intention in social commerce. Additionally, Han et al. (2023) highlight that product quality serves as a fundamental basis for building consumer trust, which ultimately drives purchase intention. Therefore, product quality is a strategic factor in determining sales success on TikTok Shop.

2. The Effect of Promotional Activities on Consumer Purchase Intention

The results also indicate that promotional activities have a positive and significant effect on consumer purchase intention on TikTok Shop. This finding confirms that effective digital promotions can increase consumer interest, engagement, and willingness to purchase. In social commerce, promotions are not only informative but also interactive and emotional (Dabbous et al., 2020a).

TikTok Shop utilizes various forms of digital promotion such as short videos, live shopping, limited-time discounts, and influencer collaborations. Research shows that visual content-based promotions and real-time interaction create a more persuasive shopping experience and enhance purchase intention (Wongkitrungrueng & Assarut, 2020; Chan & Asni, 2023b). Furthermore, influencer marketing has been proven to increase promotional credibility and strengthen consumer trust, particularly among Generation Z (To, 2024).

This finding is consistent with studies by Dabbous et al. (2020b) and Sohn and Kim (2020), which state that digital promotional activities directly influence purchase intention through increased perceived value and electronic word-of-mouth (e-WOM). Studies in Indonesia also show that TikTok Shop promotions such as discounts and live streaming significantly affect consumer purchase intention (Ong et al., 2024; Nurshahira, 2025).

3. The Effect of Product Quality and Promotional Activities on Consumer Purchase Intention

The results show that product quality and promotional activities simultaneously have a positive and significant effect on consumer purchase intention on TikTok Shop. This finding indicates that both variables complement each other in shaping perceived value and purchase decisions. Product quality provides a rational basis for evaluating product benefits and reliability, while promotional activities act as emotional stimuli that increase interest and purchase urgency (Gorji & Siami, 2020).

In the context of social commerce, the integration of visually presented product quality and interactive promotions creates a more convincing and persuasive shopping experience (Rizomyliotis et al., 2024). Studies by Han et al. (2023) and Ong et al. (2024) also demonstrate that the combination of product quality and digital promotion has a stronger influence on purchase intention than each variable individually. Therefore, TikTok Shop marketing strategies should optimize both aspects simultaneously.

CONCLUSION

Based on the results and discussion, it can be concluded that product quality and promotional activities play a crucial role in increasing consumer purchase intention on the

TikTok Shop platform. Product quality has a positive and significant effect on purchase intention, indicating that better perceived product quality increases consumers' likelihood of making a purchase. This finding highlights that in social commerce, consistency between digital information and actual product experience is a key factor in building consumer trust and purchase intention. Additionally, promotional activities also have a positive and significant effect on purchase intention. Interactive, visual, and influencer-supported digital promotions enhance engagement and encourage purchasing decisions. Simultaneously, product quality and promotional activities complement each other in influencing purchase intention. The combination of high-quality products and effective promotions creates a positive shopping experience and enhances seller competitiveness on TikTok Shop. Thus, this study contributes theoretically to the development of digital marketing and social commerce literature, as well as practically by providing insights for businesses in designing marketing strategies focused on product quality and promotional effectiveness.

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