

The Influence of TikTok Shop Social Media Promotion on Consumer Purchase Decisions (Case Study of Bestie Perfume Store in Luwu Regency)

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Received : 20 Okt 2025,
Revised : 22 Nov 2025,
Accepted: 27 Mar 2026

Citation : M. Fikram Al Hidayat, Jusri, Mulawarman Munsyir (2026). "The Influence of TikTok Shop Social Media Promotion on Consumer Purchase Decisions (Case Study of Bestie Perfume Store in Luwu Regency)". Journal of Economics and Management Technologies, Vol. 2 (1), page: 1 - 9

DOI:
<https://doi.org/10.63288/jemtech.v2i1.16>

Abstract

The Objectives – This study aims to understand the influence of Promotion and TikTok Shop Social Media, both partially and simultaneously, on Consumer Purchase Decisions at *Bestie Parfum Store*, Luwu Regency.

The Methods/Approaches – The type of research employed is quantitative. The population of this study includes all customers who have purchased perfume products at Bestie Parfum Store, with a total sales volume of 5,210 bottles. The sample size consists of 98 respondents, determined using the Slovin formula with a 10% margin of error. Data were collected through questionnaires and analyzed using reliability tests, validity tests, multiple linear regression, t-tests, F-tests, and the coefficient of determination (R^2) with the assistance of SPSS version 25.

The Results – The findings of this study indicate that Promotion has a positive and significant partial influence on Consumer Purchase Decisions, with a *t-value* of 4.330 and a significance level of $0.000 < 0.05$. Likewise, TikTok Shop Social Media also exerts a positive and significant partial influence on Consumer Purchase Decisions, with a *t-value* of 3.105 and a significance level of $0.003 < 0.05$. Simultaneously, Promotion and TikTok Shop Social Media have a significant influence on Consumer Purchase Decisions, as indicated by an *F-value* of 26.799, which is greater than the *F-table* value of 3.09, at a significance level of $0.000 < 0.05$.

Keywords: Promotion, TikTok Shop Social Media, and Consumer Decision

1. Introduction

The development of digital technology and internet penetration has transformed the global trade landscape, shifting consumer behavior from conventional shopping systems toward a digital ecosystem. Social commerce—commerce based on social media—has emerged as a new phenomenon that integrates entertainment, social interaction, and online transactions within a single platform. Recent studies indicate that social commerce provides both utilitarian and hedonic value for consumers,



while emphasizing the importance of trust and data security in influencing purchase intentions (Hossain et al., 2023).

Social media itself has evolved from merely a communication tool into an effective marketing channel. Through creative content, interactivity, and electronic word-of-mouth (e-WOM), social media plays a vital role in building brand awareness and consumer trust, ultimately influencing purchasing decisions (Zhang et al., 2023; Chiu et al., 2021). This demonstrates that social media holds vast potential to be utilized as part of digital marketing strategies across various business sectors, both large-scale enterprises and small-to-medium enterprises (SMEs).

One of the social media platforms experiencing significant growth is TikTok. The introduction of TikTok Shop has brought innovation by combining short-form entertainment videos with e-commerce functionality. Features such as live streaming, product catalogs, and in-app transactions provide a more interactive shopping experience. Research reveals that social elements within TikTok Shop—such as social presence and customer reviews—play a crucial role in enhancing consumer trust and accelerating purchase decisions (Li et al., 2023; Li & Xie, 2021).

Promotion becomes a dominant factor in driving purchasing decisions on TikTok Shop. Various forms of promotion, such as flash sales, discounts, cashback offers, free shipping, and influencer collaborations, have proven effective in increasing consumer buying interest. Recent studies confirm that high-intensity promotions, particularly flash sales through live streaming, significantly influence impulse buying behavior and accelerate transactions (Sun et al., 2021; Hu et al., 2022). An appropriate promotional strategy can strongly enhance consumer perception and stimulate immediate purchasing decisions.

Consumer decision-making is a complex process, encompassing the stages of need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. In the context of TikTok Shop, promotion and social media play an important role in each of these stages. Regional research in Indonesia—for instance, a study of TikTok Shop users in Sukabumi—shows that accessibility and promotional activities have a significant impact on consumers' purchase intentions (Dewi & Sudirman, 2023). These findings suggest that social media-based e-commerce platforms, such as TikTok Shop, have significantly transformed consumer decision-making patterns.

However, although research on TikTok Shop is growing, case studies focusing on SMEs in regional areas remain limited. Therefore, this study focuses on Bestie Parfum Store in Luwu Regency as a case study to examine how promotion and TikTok Shop social media influence consumer purchasing decisions. This research aims to contribute to the development of social commerce literature while also providing practical insights for SME practitioners to design effective digital marketing strategies.



Figure 1.1
Perfume Products from Bestie Perfume Store on TikTok Shop

Table 1.1
Perfume Sales Data in 2024

NO	MONT	QUANTITY SOLD
1	June	230
2	July	245
3	August	260
4	September	270
5	October	290
6	November	305
7	December	319
Total Sales		1.919

Source of Data: Bestie Perfume Store

Based on the sales data above, Bestie Perfume Store achieved a total of 1,919 units sold in 2024. The sales trend showed a consistent increase from month to month, indicating the effectiveness of early promotional efforts through TikTok Shop in introducing the products to consumers in Luwu Regency.

Table 1.2
Perfume Sales Data in 2025

NO	MONT	QUANTITY SOLD
1	January	460
2	February	470
3	March	480
4	April	465
5	May	550
6	June	540
7	July	329
Total Penjualan		3.291

Source of Data: Bestie Perfume Store

Based on the sales data in the table above, Bestie Perfume Store recorded a total of 3,291 units sold in 2025, which is significantly higher than in 2024. The highest sales occurred in May (550 units), while a sharp decline was observed in July (329

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units). This data illustrates the dynamics of the market, which are influenced by factors such as promotional intensity, seasonal trends, and the appeal of TikTok Shop content used by Bestie Perfume Store in Luwu Regency.

Table 1.3. Perfume Sales Summary

NO	YEAR	TATAL SALES
1.	2024	1.919
2.	2025	3.291
Total Sales		5.210

Source of Data: Bestie Perfume Store

Based on the table above, the total perfume sales at Bestie Perfume Store reached 5.210 bottles. This data provides a comprehensive overview of product performance, sales growth trends, and serves as a foundation for marketing strategy planning and future business decision-making.

Ultimately, all of these factors are interconnected in shaping consumer value perception and influence the effect of promotion and TikTok Shop social media on consumer purchasing decisions. Therefore, this influence is crucial in understanding modern consumer behavior, particularly in the case study of Bestie Perfume Store in Luwu Regency, as examined in the study titled:

“The Influence of Promotion and TikTok Shop Social Media on Consumer Purchase Decisions: A Case Study of Bestie Perfume Store in Luwu Regency.”

2. Methodology

This research employed a quantitative field survey design aimed at analyzing the influence of promotion and TikTok Shop social media on consumer decision-making at *Bestie Parfum Shop* in Luwu Regency. The study focused on consumers who had purchased perfume products through TikTok Shop, with a total population of 5,210 customers based on sales records from 2024–2025. Using Slovin’s formula with a 10% margin of error, a sample of 98 respondents was selected through purposive sampling, involving individuals residing in Luwu, having purchased from Bestie Parfum via TikTok Shop, and actively using TikTok or Instagram. The research consisted of three main variables: Promotion (X_1), TikTok Shop Social Media (X_2), and Consumer Decision-Making (Y). Promotion was measured through six indicators including information clarity, attractiveness, creativity, credibility, consistency, and persuasion power (Kotler & Keller, 2016); TikTok Shop Social Media was measured using seven indicators—creative content, interactivity, accessibility, trust, community engagement, influencer marketing, and information virality (Dwivedi et al., 2021); while Consumer Decision-Making was assessed through five indicators—problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Kotler & Keller, 2019). Data were collected from both primary sources, using questionnaires distributed online and offline, and secondary sources, including books, journals, and company documents. The questionnaire employed a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The

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instrument was tested for validity and reliability using SPSS version 25, ensuring each item met statistical requirements. Data analysis included classical assumption tests (normality, multicollinearity, and heteroscedasticity), followed by multiple linear regression analysis with the equation $Y = a + b_1X_1 + b_2X_2 + e$, as well as t-tests, F-tests, and coefficients of determination (R^2) to determine both partial and simultaneous effects.

3. Result and Discussion

Result

a. Overview of the Research Object

This study was conducted at Bestie Parfum Store, Luwu Regency, which has operated since 2020 and markets various types of perfume products. Initially, product sales relied only on direct promotion and word of mouth. However, since the introduction of TikTok Shop as a digital marketing channel, the store has experienced a significant increase in sales. Data show that a total of 5,210 bottles were sold between 2024 and 2025, indicating the effectiveness of digital promotion strategies and social media engagement in influencing consumer purchasing decisions.

b. Classical Assumption Tests

Before performing regression analysis, classical assumption tests were conducted to ensure that the data met analytical requirements.

Table 1. Results of Classical Assumption Tests

Test Type	Indicator	Result	Interpretation
Normality	Sig. = 0.081 (>0.05)	Normal distribution	Data distributed normally
Multicollinearity	Tolerance = 0.537; VIF = 1.863	No multicollinearity	Independent variables uncorrelated
Heteroscedasticity	Scatterplot shows random distribution	Homoscedastic	No heteroscedasticity found
Reliability	Cronbach's Alpha > 0.70	Reliable	All instruments consistent
Validity	r-count > r-table (0.30)	Valid	Each item valid for measurement

The results show that all instrument items are valid and reliable, and the data are normally distributed without multicollinearity or heteroscedasticity issues. Therefore, the data set meets the criteria for regression analysis.

c. Multiple Linear Regression Analysis

The multiple linear regression was used to analyze the influence of promotion (X_1) and TikTok Shop social media (X_2) on consumer decision-making (Y). The regression equation obtained from SPSS version 25 is as follows:

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$$Y = 6.152 + 0.319X_1 + 0.222X_2 + e$$

Table 2. Regression Coefficients

Variable	Coefficient (B)	t-count	Sig.	Interpretation
Constant	6.152	-	-	—
Promotion (X_1)	0.319	4.330	0.000	Significant
TikTok Shop Social Media (X_2)	0.222	3.105	0.003	Significant

The regression equation shows that if both independent variables remain constant, the baseline value of consumer decision-making is 6.152. The promotion coefficient (0.319) implies that a one-unit increase in promotional effort will raise consumer decision-making by 0.319 units. Similarly, TikTok Shop social media (0.222) has a positive and significant effect, meaning that higher engagement through TikTok Shop increases purchasing decisions.

d. Partial Test (t-Test)

Table 3. Results of the t-Test

Variable	t-count	t-table ($\alpha=0.05$)	Sig.	Decision
Promotion (X_1)	4.330	1.984	0.000	H_1 accepted
TikTok Shop Social Media (X_2)	3.105	1.984	0.003	H_2 accepted

Based on the results, both variables have a **significant partial effect** on consumer decision-making, as the significance values are below 0.05.

e. Simultaneous Test (F-Test)

Table 4. Result of F-Test

Indicator	F-count	F-table ($\alpha=0.05$)	Sig.	Decision
Promotion & TikTok Shop (X_1, X_2) → Consumer Decision (Y)	31.625	3.09	0.000	H_3 accepted

The results show that promotion and TikTok Shop social media **simultaneously influence** consumer decision-making at Bestie Parfum Store. This indicates that both digital advertising and social media interaction are significant predictors of consumer behavior.

f. Coefficient of Determination (R^2)

Table 5. Determination Coefficient

R	R Square	Adjusted R Square	Std. Error of Estimate
0.639	0.408	0.397	2.181

The **Adjusted R^2 value of 0.397** indicates that 39.7% of the variation in consumer decision-making is explained by promotion and TikTok Shop variables, while the

remaining 60.3% is influenced by other factors such as product quality, price, and customer experience.

Discussion

Based on the results of the data analysis, several findings were obtained that answer the formulated research questions. First, regarding the question “Does Promotion have a significant influence on Consumer Decision-Making at Bestie Parfum Store, Luwu Regency?”, the results of the partial test (t-test) show that the Promotion (X_1) variable has a *t-count* value of 4.330, which is greater than the *t-table* value of 1.985, with a significance level of $0.000 < 0.05$. These results indicate that Promotion has a positive and significant effect on Consumer Decision-Making. This finding aligns with the theory proposed by Kotler and Keller (2016), which states that effective promotional strategies—such as discounts, advertising, and sales programs—play a critical role in influencing consumer behavior and encouraging purchase decisions. In the context of Bestie Parfum Store, promotional activities such as flash sales, discounts, and collaborations with influencers successfully increased consumer attention and accelerated purchase decisions.

Second, concerning the question “Does TikTok Shop Social Media have a significant influence on Consumer Decision-Making at Bestie Parfum Store, Luwu Regency?”, the results of the t-test reveal that the TikTok Shop Social Media (X_2) variable obtained a *t-count* of 3.105, which is greater than the *t-table* value of 1.985, with a significance level of $0.003 < 0.05$. This demonstrates that TikTok Shop Social Media also exerts a positive and significant effect on Consumer Decision-Making. The presence of TikTok Shop has transformed social media into a digital marketplace that combines entertainment and commerce. Through interactive features such as live streaming, short video content, and real-time purchasing, TikTok Shop successfully creates a sense of engagement and trust that motivates consumers to make purchasing decisions. Thus, the active use of TikTok Shop as a marketing medium effectively enhances consumer purchasing behavior at Bestie Parfum Store.

Third, addressing the question “Do Promotion and TikTok Shop Social Media simultaneously influence Consumer Decision-Making at Bestie Parfum Store, Luwu Regency?”, the results of the simultaneous test (F-test) show that the *F-count* value of 43.512 is greater than the *F-table* value of 3.09, with a significance level of $0.000 < 0.05$. These findings confirm that Promotion and TikTok Shop Social Media together have a significant simultaneous influence on Consumer Decision-Making. This implies that the combination of attractive promotional strategies with the interactive nature of TikTok Shop creates a synergistic effect that enhances consumer awareness, interest, and purchasing actions. Consumers exposed to promotional content through the TikTok Shop platform are more likely to perceive value, trust, and satisfaction, which ultimately influence their final purchasing decisions.

This research finding is also supported by several recent empirical studies. Research conducted by Yurindera (2023) shows that sales promotions such as discounts, cashback, and product bundling have a positive and significant influence on consumer purchasing decisions on digital retail platforms. These results confirm

that engaging promotional strategies can increase consumer value perceptions and encourage faster purchase actions.

Furthermore, research by Rafikah (2023) found that digital marketing-based promotional activities, particularly through social media and influencers, significantly increase consumer purchase interest and purchasing decisions, particularly among millennials and Gen Z. This reinforces the notion that promotions serve not only as a communication tool but also as a psychological stimulus that influences consumer behavior.

The results of this study also align with a study by Chen Li and Wang Yu (2023), which stated that social commerce features on platforms like TikTok Shop significantly influence purchasing decisions by increasing interaction, trust, and user experience. Consumers tend to be more easily influenced by authentic and interactive visual content. Another study by Nabila Rahmawati (2024) showed that using TikTok as a marketing medium significantly improves purchasing decisions through mediating variables such as engagement and trust. Live streaming and user-generated content were shown to be key factors driving purchase conversions on the platform.

4. Conclusion

Referring to the research entitled "The Influence of Promotion and TikTok Social Media on Consumer Decision-Making: A Case Study of Bestie Perfume Store in Luwu Regency", several conclusions can be drawn as follows: Based on the data analysis and research discussion, it can be concluded that the variables Promotion and TikTok Shop Social Media have a significant influence on Consumer Decision-Making at Bestie Parfum Store in Luwu Regency, both partially and simultaneously.

Partially, Promotion has been shown to have a positive and significant influence on consumer purchasing decisions. This indicates that promotional strategies, such as discounts, flash sales, and collaborations with influencers, are able to attract consumers' attention and encourage them to make purchases. Therefore, the more effective and attractive the promotion, the higher the likelihood of consumers making a purchase decision. Furthermore, TikTok Shop Social Media has also been shown to have a positive and significant influence on purchasing decisions. This indicates that utilizing TikTok Shop as a social commerce platform can create an interactive, engaging shopping experience and build consumer trust. Features such as live streaming, short videos, and the ease of direct transactions provide convenience and increase consumer engagement, thus encouraging purchase decisions.

Simultaneously, Promotion and TikTok Shop Social Media together have a significant influence on Consumer Decision-Making. This demonstrates a synergistic effect between promotional strategies and the use of digital social media in influencing consumer behavior. The combination of engaging promotional messages and interactive delivery media has been proven to increase consumer awareness, interest, and even purchasing decisions.

Thus, this study confirms that effective promotional strategies and the use of the TikTok Shop platform as a digital marketing medium are crucial factors in increasing consumer purchasing decisions, particularly in perfume retail businesses like Bestie Parfum Store in Luwu Regency.

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