THE INFLUENCE OF TIKTOK SALES PROMOTION (DISCOUNT VOUCHERS) AND CUSTOMER SATISFACTION ON REPURCHASE INTENTION OF AYAM BERSIH BERKAH CONSUMERS IN CIPARAY DISTRICT

PENGARUH PROMOSI PENJUALAN TIKTOK (VOUCHER DISKON) DAN KEPUASAN PELANGGAN TERHADAP NIAT BELI ULANG KONSUMEN AYAM BERSIH BERKAH DI KECAMATAN CIPARAY

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Abstract

This study is motivated by the increasing use of TikTok as a digital promotional medium through discount vouchers. In an increasingly competitive business environment, digital promotion not only aims to attract consumer interest but also to enhance customer satisfaction in order to encourage repeat purchases. Ayam Bersih Berkah in Ciparay District utilizes TikTok sales promotions as a digital marketing strategy to retain its customers. The purpose of this study is to examine the effect of TikTok sales promotions (discount vouchers) and customer satisfaction on consumers' repurchase intention at Ayam Bersih Berkah in Ciparay District. This research employs a quantitative method with descriptive and verificative approaches. Data were collected through questionnaires distributed to consumers who had purchased Ayam Bersih Berkah products via TikTok. The research population consisted of consumers over a one-year period, and the sample was determined using the Slovin formula, resulting in 100 respondents. Data analysis was conducted using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, and F-tests with SPSS version 25. The results indicate that TikTok sales promotions (discount vouchers) and customer satisfaction have a positive and significant effect on repurchase intention, both partially and simultaneously. Therefore, it can be concluded that effective TikTok sales promotions supported by high customer satisfaction can encourage sustainable repeat purchases.

Keywords : TikTok Sales Promotion, Discount Vouchers, Customer Satisfaction, Repurchase Intention.

Abstrak

Penelitian ini dilatarbelakangi oleh meningkatnya penggunaan media sosial TikTok sebagai sarana promosi digital melalui voucher diskon. Dalam persaingan usaha yang semakin ketat, promosi digital tidak hanya berperan menarik minat konsumen, tetapi juga meningkatkan kepuasan pelanggan guna mendorong pembelian ulang. Ayam Bersih Berkah di Kecamatan Ciparay memanfaatkan promosi penjualan TikTok sebagai strategi pemasaran digital untuk mempertahankan konsumennya.Tujuan penelitian ini adalah untuk mengetahui pengaruh promosi penjualan TikTok (voucher diskon) dan kepuasan pelanggan terhadap minat pembelian ulang konsumen Ayam Bersih Berkah di Kecamatan Ciparay. Metode penelitian yang digunakan adalah metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada konsumen yang pernah membeli produk Ayam Bersih Berkah melalui TikTok. Populasi penelitian mencakup konsumen selama periode satu tahun, dengan penentuan sampel menggunakan rumus Slovin sehingga diperoleh 100 responden. Analisis data dilakukan dengan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji t, dan uji F menggunakan aplikasi SPSS versi 25. Hasil penelitian menunjukkan bahwa promosi penjualan TikTok (voucher diskon) dan kepuasan pelanggan berpengaruh positif dan signifikan terhadap minat pembelian ulang konsumen, baik secara parsial maupun simultan. Dengan demikian, dapat disimpulkan bahwa promosi penjualan TikTok yang efektif dan didukung oleh tingkat kepuasan pelanggan yang baik mampu mendorong konsumen untuk melakukan pembelian ulang secara berkelanjutan.

Kata Kunci : Promosi Penjualan TikTok, Voucher Diskon, Kepuasan Pelanggan, Minat Pembelian Ulang.

1. INTRODUCTION

In the digital era, repurchase intention is no longer determined solely by product quality, but also by customer experience and the effectiveness of digital marketing strategies implemented by companies. According to Kotler et al. (2021), repurchase intention is a key indicator of customer loyalty that plays a crucial role in ensuring a brand's long-term sustainability. Changes in consumer behavior in Indonesia, particularly in the fast-food sector, have been increasingly influenced by the convenience of digital services. More than 57% of Indonesian consumers are reported to order food through applications at least once a week (TGM Research, 2024), in line with the value of sales in the food and beverage service sector, which reached IDR 998.37 trillion in 2023 (BPS, 2024).
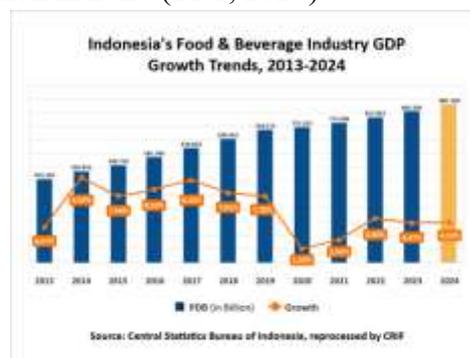

Figure 1. Growth of Online Food Ordering and Food & Beverage Service Sales in Indonesia
Source: TGM Research (2024)

The development of digital technology in Indonesia is supported by the high penetration of smartphone usage, which reached 212.9 million users or approximately 76.8% of the total population (DataReportal, 2025). This condition has accelerated the growth of social media–based digital marketing, particularly through platforms such as TikTok, which has become an effective medium in shaping purchase decisions through visual and interactive content. Statista (2025) reports that the number of active TikTok users in Indonesia has exceeded 126 million, making Indonesia one of the largest TikTok markets globally. The emergence of TikTok Shop further strengthens the platform's role as both a promotional and transactional medium, where promotional programs such as discount vouchers are considered effective in increasing consumer engagement and encouraging repurchase behavior.
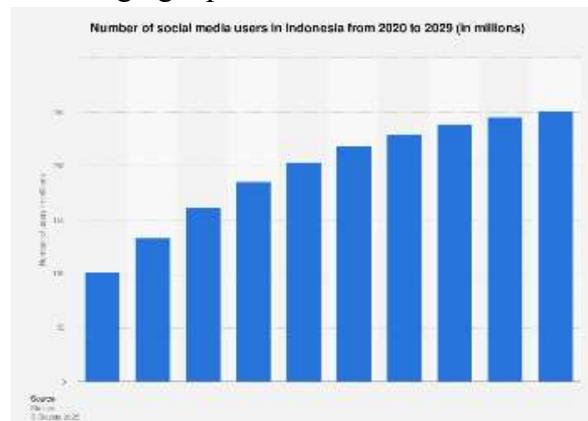
Figure 2. Growth of Smartphone Users and TikTok Users in Indonesia
Source: Statista (2025)

This phenomenon has also influenced the fast-food industry, including Ayam Bersih Berkah (ABB), a brand under PT Citarasa Prima Indonesia Berjaya, which operates several outlets in Bandung Regency, including in Ciparay District. In response to increasingly intense competition, ABB utilizes digital promotion through TikTok, particularly discount vouchers, as a strategy to enhance consumer attractiveness. However, the effectiveness of such digital promotions still faces challenges, especially related to uneven internet network quality in semi-urban areas such as Ciparay, which may affect customer experience and satisfaction in using QR code–based digital vouchers.

Previous studies indicate that digital promotion and customer satisfaction have a significant influence on repurchase intention (Rahmawati & Nugroho, 2022; Sari & Pratama, 2023). Nevertheless, studies that specifically examine the effect of TikTok discount vouchers and customer satisfaction on large-scale culinary businesses such as Ayam Bersih Berkah remain limited. Therefore, this study aims to analyze the influence of TikTok sales promotion (discount vouchers) and customer satisfaction on the repurchase intention of Ayam Bersih Berkah consumers in Ciparay District using a quantitative approach, in order to provide empirical and theoretical contributions to the development of digital marketing strategies.

2. RESEARCH METHOD

This study adopts a quantitative approach with an explanatory design to examine the effects of TikTok sales promotion (discount vouchers) and customer satisfaction on repurchase intention. The research was conducted at Ayam Bersih Berkah (ABB) Ciparay, Bandung Regency, Indonesia. The population comprises consumers who have purchased products from ABB and are exposed to promotional content on TikTok. A purposive sampling technique was applied, resulting in 100 respondents who met the research criteria. Data were collected through a structured questionnaire using a five-point Likert scale. Data analysis included descriptive statistics and multiple linear regression analysis to test the proposed relationships. Prior to hypothesis testing, classical assumption tests were conducted to ensure the validity of the regression model. All statistical analyses were performed using SPSS software.

3. RESULTS AND DISCUSSION

a. Reliability Test Results

Variable	Cronbach Alpha	Required Cronbach's Alpha	Remark
Sales Promotion	0.893	0.60	Reliable
Customer Satisfaction	0.850	0.60	Reliable
Repurchase Intention	0.616	0.60	Reliable

Conclusion:

Based on the data in Table 4.6, it can be seen that the Cronbach's Alpha value for the Sales Promotion variable (X1) is 0.893 > 0.60, the Cronbach's Alpha value for the Customer Satisfaction variable (X2) is 0.850 > 0.60, and the Cronbach's Alpha value for the Repurchase Intention variable (Y) is 0.616 > 0.60. Therefore, all variables in this study can be considered reliable and are suitable to be used as measurement instruments for further analysis..

b. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0.0000000
	Std. Deviation	2.74396091
Most Extreme Differences	Absolute	0.071
	Positive	0.047
	Negative	-0.071
Test Statistic		0.071
Asymp. Sig. (2-tailed)		.200[c,d]
a. Test distribution is Normal.		

| b. Calculated from data. |
| c. Lilliefors Significance Correction. |
| d. This is a lower bound of the true significance. |

Based on Table 4.11, the results of the One-Sample Kolmogorov–Smirnov test indicate that the Asymp. Sig. (2-tailed) value is 0.200 > 0.05. Therefore, it can be concluded that the research data are normally distributed and suitable for further statistical analysis.

c. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.738	0.927		8.351	0.000		
	Sales Promotion	0.303	0.049	0.500	6.196	0.000	0.295	3.392
	Customer Satisfaction	0.298	0.055	0.441	5.464	0.000	0.295	3.392

Based on the results in Table 4.12, the Sales Promotion variable (X1) has a tolerance value of $0.295 > 0.10$ and a VIF value of $3.392 < 10$, indicating that the sales promotion variable does not have multicollinearity issues. Furthermore, the Customer Satisfaction variable (X2) also has a tolerance value of $0.295 > 0.10$ and a VIF value of $3.392 < 10$, which indicates that the customer satisfaction variable does not experience multicollinearity problems.

d. Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is an inequality of residual variances from one observation to another in the regression model. This test can be conducted by examining the pattern in the scatterplot graph. If the points are randomly distributed and do not form a specific pattern, heteroscedasticity does not occur. However, if the points are not randomly distributed and form a certain pattern, heteroscedasticity is present.

Scatterplot
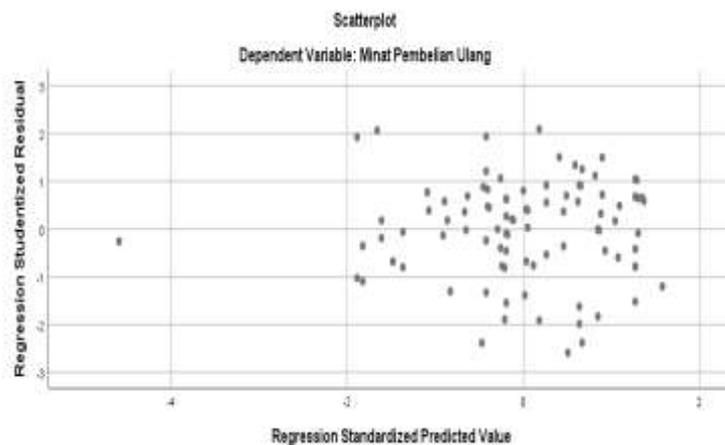Dependent Variable: Minat Pembelian Ulang

Figure shows that the points are randomly distributed and do not form any specific pattern. Therefore, it can be concluded that the variables do not exhibit heteroscedasticity.

e. Correlation Test

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.695[a]	0.483	0.472	2.772	2.088
a. Predictors: (Constant), Sales Promotion, Customer Satisfaction					
b. Dependent Variable: Repurchase Intention					

Based on the data above, the Sales Promotion and Customer Satisfaction variables have a Durbin–Watson value of 2.088. This value falls within the criterion of dU < d < 4 − dU, or 1.7316 < 2.088 < 2.2684. Therefore, it can be concluded that there is no autocorrelation in this research model.

f. Multiple Linear Regression Analysis

Coefficients[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	7.738	0.927		8.351	0.000
Sales Promotion	0.303	0.049	0.500	6.196	0.000
Customer Satisfaction	0.298	0.055	0.441	5.464	0.000
a. Dependent Variable: Repurchase Intention					

Based on the regression equation, the constant value of 7.738 indicates that when the sales promotion and customer satisfaction variables are zero or remain unchanged, the repurchase intention value is 7.738. The regression coefficient for the Sales Promotion variable (X1) is 0.303 with a significance value of $0.000 < 0.05$, indicating that sales promotion has a positive and significant effect on repurchase intention, meaning that any increase in sales promotion will increase repurchase intention while other variables remain constant. Meanwhile, the regression coefficient for the Customer Satisfaction variable (X2) is 0.298 with a significance value of $0.000 < 0.05$, indicating that customer satisfaction also has a positive and significant effect on repurchase intention, which implies that higher customer satisfaction leads to higher repurchase intention, assuming other variables remain constant.

g. Hypothesis Testing

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.902[a]	0.814	0.810	1.419
a. Predictors: (Constant), Sales Promition , Customer Satisfaction				

Based on the Model Summary, the correlation coefficient (R) is 0.902, indicating a very strong relationship between sales promotion, customer satisfaction, and repurchase intention. The R Square value of 0.814 shows that 81.4% of the variation in repurchase intention can be explained by the sales promotion and customer satisfaction variables, while the remaining 18.6% is influenced by other factors outside the model. The Adjusted R Square value of 0.810 confirms that the model has a high explanatory power after adjustment. Meanwhile, the standard error of the estimate of 1.419 indicates that the regression model has a relatively low prediction error, suggesting that the model is appropriate and reliable for explaining repurchase intention.

h. Hypothesis Test Results

1) Hypothesis Testing (t-test)

	Coefficients[a]					
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.738	0.927		8.351	0.000
	Sales promotiom	0.303	0.049	0.500	6.196	0.000
	Customer satisfaction	0.298	0.055	0.441	5.464	0.000
a. Dependent Variable: Repurchase Intention						

Based on the coefficient results, the constant value is 7.738 with a significance value of 0.000, indicating that when Sales Promotion and Customer Satisfaction are held constant, Repurchase Intention remains at 7.738. The Sales Promotion variable has a regression coefficient of 0.303 with a standardized beta value of 0.500, a t-value of 6.196, and a significance value of $0.000 < 0.05$. This result indicates that sales promotion has a positive and significant effect on repurchase intention. Meanwhile, the Customer Satisfaction variable has a regression coefficient of 0.298 with a standardized beta value of 0.441, a t-value of 5.464, and a significance value of $0.000 < 0.05$, indicating that customer satisfaction also has a positive and significant effect on repurchase intention. These findings demonstrate that both independent variables significantly contribute to increasing repurchase intention, with sales promotion showing a slightly stronger influence compared to customer satisfaction.

2) Simultaneous Hypothesis Testing

	ANOVA[a]					
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	854.628	2	427.314	212.162	.000[b]
	Residual	195.367	97	2.014		
	Total	1049.995	99			
a. Dependent Variable: Repurchase Intention						
b. Predictors: (Constant),Sales Promotion, Costumer Satisfacton						

Based on the ANOVA results, the regression model produces an F value of 212.162 with a significance value of 0.000 < 0.05. This indicates that Sales Promotion and Customer Satisfaction simultaneously have a significant effect on Repurchase Intention. The regression sum of squares of 854.628 compared to the residual sum of squares of 195.367 also shows that the regression model explains a substantial portion of the total variation in repurchase intention. Therefore, it can be concluded that the regression model is statistically significant and appropriate for explaining the relationship between the independent variables and the dependent variable.

i.   Discussion

The findings of this study indicate that TikTok sales promotion in the form of discount vouchers has a positive and significant effect on repurchase intention among Ayam Bersih Berkah consumers in Ciparay District. The regression coefficient and t-test results confirm that attractive discounts, voucher value, and ease of redemption successfully stimulate consumers to make repeat purchases. This result highlights the effectiveness of TikTok as a digital promotional platform that integrates entertainment and commerce, enabling businesses to influence consumer purchasing behavior more efficiently.

Customer satisfaction also shows a positive and significant influence on repurchase intention. Consumers who perceive product quality, service performance, and transaction experiences positively tend to develop stronger intentions to repurchase. Although the overall level of customer satisfaction is categorized as good, the descriptive analysis reveals that transaction comfort and ease of voucher usage still require improvement. This indicates that satisfaction in digital transactions is not only shaped by product quality but also by the simplicity and reliability of technological systems supporting the purchasing process.

The simultaneous effect of sales promotion and customer satisfaction further strengthens the research model. The F-test result demonstrates that both variables jointly have a significant impact on repurchase intention, while the coefficient of determination shows that more than eighty percent of repurchase intention variation is explained by these two variables. This suggests that repurchase intention in the digital food service context is largely determined by how well promotional strategies are implemented and how satisfied customers feel after experiencing the service.

These results are consistent with previous studies which emphasize that digital promotions are effective in attracting consumer attention, but long-term repurchase behavior is mainly driven by customer satisfaction. Discount vouchers may encourage initial purchases; however, only positive consumption experiences can transform promotional interest into sustainable purchasing behavior. Therefore, promotional effectiveness and customer satisfaction should be managed as an integrated strategy rather than as separate marketing efforts. In practical terms, Ayam Bersih Berkah should continue utilizing TikTok discount vouchers while simultaneously improving service consistency, transaction convenience, and clarity of promotional information. By aligning promotional attractiveness with high customer

satisfaction, the company can strengthen consumer trust, increase repurchase intention, and maintain competitive advantage in the increasingly dynamic digital food market.

4. CONCLUSION

a. This study concludes that TikTok sales promotion in the form of discount vouchers and customer satisfaction have a positive and significant effect on repurchase intention among Ayam Bersih Berkah consumers in Ciparay District. Sales promotion significantly influences repurchase intention, indicating that attractive voucher values, clear promotional information, and easy redemption mechanisms encourage consumers to make repeat purchases. This confirms that TikTok-based promotional strategies are effective tools in stimulating consumer buying behavior in the digital food service sector.

b. Customer satisfaction also plays a crucial role in shaping repurchase intention. Consumers who perceive product quality, service performance, and transaction experiences positively are more likely to repurchase. This finding emphasizes that satisfaction is not only derived from product attributes, but also from the overall purchasing experience, particularly in digital transactions.

c. Furthermore, sales promotion and customer satisfaction simultaneously explain a substantial proportion of repurchase intention variation, demonstrating that both variables should be managed in an integrated manner. Effective promotional strategies must be supported by high service quality and positive customer experiences to ensure sustainable repurchase behavior.

Overall, this study confirms that combining attractive digital sales promotions with strong customer satisfaction is essential for increasing repurchase intention and maintaining long-term customer loyalty in the competitive digital food market.

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