



THE EFFECT OF PRICE AND ADVERTISING ON CONSUMER BEHAVIOR IN THE TIKTOK SHOP MARKETPLACE
(Survey of Business Administration Students at the Faculty of Social and Business, International Women's University)

PENGARUH HARGA DAN IKLAN TERHADAP PERILAKU KONSUMEN DI PASAR TIKTOK SHOP
(Survei Mahasiswa Administrasi Bisnis Fakultas Sosial dan Bisnis Universitas Wanita Internasional)

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Abstract

This study aims to determine the effect of price and advertising on the consumptive behavior of students at Bandung International Women's University in the TikTok Shop marketplace. The growing trend of consumptive behavior among students is influenced by easy access to social media and digital marketing strategies such as interactive advertisements and discount offers. This research uses a quantitative approach with descriptive and verificative methods. The sample consists of 95 respondents, students of the Business Administration Study Program (2021–2024), selected through proportionate stratified random sampling. Data were collected using questionnaires and analyzed using multiple linear regression through SPSS. The results show that (1) price has a positive and significant effect on students' consumptive behavior, (2) advertising also has a positive and significant effect, and (3) simultaneously, price and advertising significantly affect consumptive behavior among TikTok Shop users. Therefore, competitive pricing and creative advertising strategies on TikTok Shop have been proven to increase impulsive buying tendencies among students. This research is expected to serve as a reference for digital business practitioners in designing more ethical and educational marketing strategies for young consumers.

Keywords : Price, Advertising, Consumptive Behavior, TikTok Shop.

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh harga dan iklan terhadap perilaku konsumtif mahasiswa Universitas Internasional Wanita Bandung di pasar TikTok Shop. Tren perilaku konsumtif yang meningkat di kalangan siswa dipengaruhi oleh kemudahan akses ke media sosial dan strategi pemasaran digital seperti iklan interaktif dan penawaran diskon. Penelitian ini menggunakan

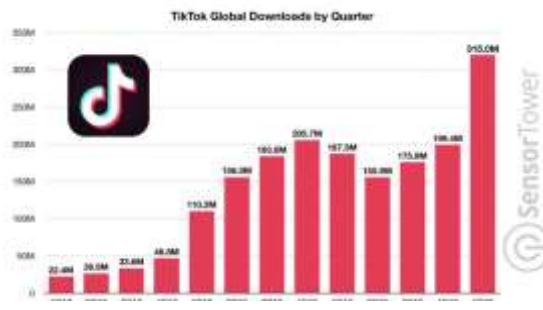


pendekatan kuantitatif dengan metode deskriptif dan verifikatif. Sampel terdiri dari 95 responden, mahasiswa Program Studi Administrasi Bisnis (2021–2024), yang dipilih melalui pengambilan sampel acak berstrata proporsional. Data dikumpulkan menggunakan kuesioner dan dianalisis menggunakan regresi linier berganda melalui SPSS. Hasil penelitian menunjukkan bahwa (1) harga memiliki pengaruh positif dan signifikan terhadap perilaku konsumtif mahasiswa, (2) iklan juga memiliki pengaruh positif dan signifikan, dan (3) secara simultan, harga dan iklan berpengaruh signifikan terhadap perilaku konsumtif pengguna TikTok Shop. Oleh karena itu, harga yang kompetitif dan strategi periklanan kreatif di TikTok Shop terbukti meningkatkan kecenderungan pembelian impulsif di kalangan siswa. Penelitian ini diharapkan dapat menjadi referensi bagi praktisi bisnis digital dalam merancang strategi pemasaran yang lebih etis dan edukatif untuk konsumen muda.

Kata Kunci : limbah makanan, layanan prasmanan, pariwisata berkelanjutan.

1. INTRODUCTION

Social media has become a major driver of consumer behavior change, where consumers no longer simply respond to traditional advertising, but engage interactively with content designed to encourage and trigger impulse buying. According to the 2024 digital report from Hootsuite and We Are Social (2024), the number of social media users worldwide reached 4.95 billion people, or 60.4% of the global population, with a digital e-commerce market value estimated to reach US\$6.5 trillion by 2024 (Statista 2024). The TikTok platform, developed by China's ByteDance, stood out as a new phenomenon in the first quarter of 2024 with 315 million users, the most downloaded application in the world (Sensor Tower 2024), as shown in the image below:



Source: www.Sensortower.com (2024)

Indonesia is experiencing the impact of this global phenomenon more intensively due to its position as the country with the fourth largest population of internet users in the world. Data from the Indonesian internet service provider association APJII (2024) revealed that internet penetration reached 287.7 million users, with 353.3 million of them active on social media. DataReportal (2024) Tiktok Shop dominates the social e-commerce market with 185.3 million users in Indonesia in 2024, surpassing Instagram and Facebook, and becoming the main platform for e-commerce through TikTok Statista (2024).



Source: www.statista.com (2024)

Indonesian consumer behavior is influenced by cultural and economic factors, where price sensitivity is a crucial issue for the lower middle class, especially through flash sale and live shopping features on TikTok Shop. A survey by the Central Statistics Agency (BPS) (2022) showed that 65% of millennial consumers (aged 18-34) chose to shop at TikTok Shop because of the 50% price discount, while 45% were influenced by interactive advertising such as affiliate marketing. Thaler's behavioral economic theory in Nudge (2021) explains that "price anchoring" on TikTok Shop, where the original price is compared with the discount, encourages irrational purchases. Sari & Pertiwi (2020) in the Marketing Management Journal found a positive correlation between TikTok advertising and consumer behavior in Jakarta students, while Nugroho (2021) in the Islamic Economics and Business Journal reported that the frequency of daily advertising exposure in shops increases impulsive shopping by up to 32%.



Source: www.herodigital.com (2024)

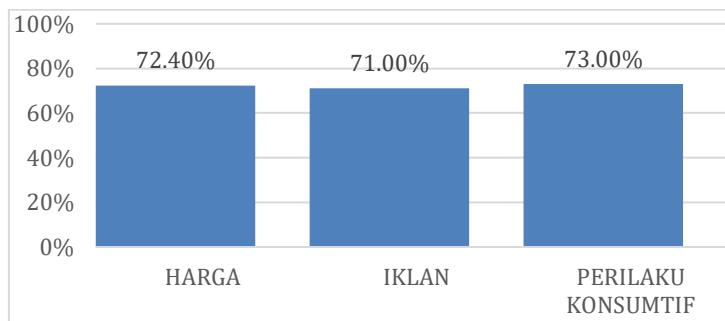
According to herodigital.id, TikTok users in Indonesia are dominated by 40% of those aged 18-24, followed by those aged 25-34 with a total of 37%, followed by those aged 13-17 with a total of 13%, followed by those aged 35-44 with a total of 8%, and finally, those aged 45+ with a total of 3%. Thus, it was identified that the 18-34 age group impacts the intensity of consumer exposure to product promotions. Competitive pricing factors and attractive advertising strategies further increase the tendency for impulse buying.

Students from the Faculty of Social Sciences and Business at the International Women's University of Bandung are one of the consumer groups active on online platforms and susceptible to digital marketing. Students' characteristics as active social media users with



access to marketplaces via mobile phones make them a relevant sample. The affordability of devices and online shopping habits indicate that the TikTok Shop platform is frequently used by students to purchase various daily necessities and non-essential items. There are 1,846 active students in the Business Administration Study Program at the Faculty of Social and Business Studies at the International Women's University of Bandung.

To find out students' responses regarding the consumer behavior of students in the FISB Business Administration Study Program, Bandung International Women's University, the researcher conducted a pre-survey of 20 respondents with the following question results using a table diagram:



Source: Researcher's pre-survey data (2025)

The pre-survey results regarding consumer behavior indicators related to price show an average score of 72.4%, indicating that price perception on TikTok Shop is relatively high. The highest-rated statement in the price questionnaire was "affordable prices make me purchase non-essential goods more frequently," reaching 83%. Conversely, the lowest-rated statement was "discounts and price cuts on TikTok Shop encourage me to buy products," at 65%. This suggests that among all price-related factors, discounts and price cuts have the least influence on students' consumptive behavior on TikTok Shop. These findings align with research by Rasyid & Farida (2023), which found that price perception influences the impulsive buying tendencies of TikTok Shop users in Malang.

The average result for the advertising pre-survey was also high at 71%. The highest-rated statement was "attractive and creative advertisements increase my interest in purchasing goods" (79%), while the lowest was "short video ads on TikTok capture my buying interest" (65%). Thus, advertising plays a significant role in the consumptive behavior of students on TikTok Shop. This is consistent with the study by Nurhaliza & Setyawan (2023), which found that TikTok advertisements significantly affect the consumptive behavior of Universitas Negeri Jakarta students, where high intensity of ad exposure triggers an emotional urge to purchase products.

The pre-survey results for consumptive behavior reached an average of 73%, indicating that most students frequently purchase products on TikTok Shop not out of urgent necessity, but due to the influence of advertisements, discounts, prices, and the desire to follow popular social media trends. The highest-rated statement in this category was "my frequency of purchasing non-essential goods has increased since using TikTok Shop" at 85%. This mirrors



the findings of Putri & Lestari (2023), who discovered that price and advertising positively influence the consumptive behavior of student users on TikTok Shop.

While various previous studies have examined factors influencing consumptive behavior on e-commerce platforms, most have focused on platforms such as Shopee, Tokopedia, and Instagram. For instance, research by Kiki Dwi Arviani (2021) showed that Shopee advertisements significantly influence the consumptive behavior of Universitas Negeri Jakarta students, while Finta Aramita (2022) found that price affects the consumptive behavior of UIN Sumatera Utara students.

According to the pre-survey results, TikTok Shop has become one of the fastest-growing e-commerce platforms in Indonesia. Statista (2024) reports that there are over 185.3 million active TikTok users in Indonesia, with the majority aged 18–34—a segment consisting of students and young adults. This demographic is particularly vulnerable to the influence of consumptive behavior, which can lead to unproductive consumption patterns, excessive spending, and low financial literacy.

However, existing research still focuses primarily on conventional platforms and has not specifically highlighted the phenomenon of TikTok Shop—a platform that merges entertainment media with live shopping features. TikTok Shop offers an interactive shopping experience based on personalized algorithms, allowing users to discover, engage with, and purchase products simultaneously. Consequently, this study aims to fill that gap with the title: "The Influence of Price and Advertising on Consumptive Behavior in the TikTok Shop Marketplace (A Survey of Students at the Faculty of Social Sciences and Business, International Women University Bandung)."

2. RESEARCH METHOD

This research uses a quantitative approach. Specifically, the type of research conducted is descriptive quantitative. According to (Sugiyono, 2022), quantitative methods are research methods based on the positivist paradigm, which are applied to research specific populations or samples. Data in this study were collected using research instruments and then analyzed quantitatively or statistically, with the primary goal of testing previously formulated hypotheses. In this study, data were collected through a survey using a questionnaire.

3. RESULTS AND DISCUSSION

a. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Studentized Deleted Residual
N		95
Normal Parameters ^{a,b}	Mean	.0015439
	Std. Deviation	1.02566741
Most Extreme Differences	Absolute	.094
	Positive	.091



	Negative	-.094
Test Statistic		.094
Asymp. Sig. (2-tailed)		.200 ^c

- a. Test distribution is Normal.,
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: Researcher Processed Data (2025)

Based on the test results table above, the sig value is $0.200 > 0.05$. Therefore, it can be concluded that the data is normally distributed and can be used for further analysis.

b. Uji Multikoleniaritas

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.780	2.305	4.243	.000		
	HARGA	.274	.081	.323	.001	.667	1.499
	IKLAN	.273	.061	.424	.000	.667	1.499

a. Dependent Variable: PK

Source: Researcher Processed Data (2025)

Based on the researcher's results table using SPSS, it is known that the price variable has a tolerance value of $0.667 > 0.1$ and a VIF value of $1.499 < 10$. Therefore, it is concluded that the price variable does not have multicollinearity issues. The advertising variable has a tolerance value of $0.667 > 0.1$ and a VIF value of $1.499 < 10$. Therefore, the advertising variable does not have multicollinearity issues.

c. Uji Heteroskedastisitas

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	8.649	1.341		6.451	.000
	HARGA	-.129	.047	-.315	-2.733	.128
	IKLAN	-.051	.036	-.164	-1.422	.158

a. Dependent Variable: ABS_RES

Source: Researcher Processed Data (2025)

Based on the data in the table above, the researcher found that the price variable had a significance value of $0.128 > 0.05$. Therefore, it is concluded that there is no heteroscedasticity problem for the price variable. The advertising variable also had a significance value of $0.158 > 0.05$, thus concluding that

d. Multiple Linear Regression Analysis

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	9.780	2.305	4.243	.000	



HARGA	.274	.081	.323	3.389	.001
IKLAN	.463	.061	.424	4.447	.000

a. Dependent Variable: PERILAKU KONSUMTIF

e. Test the coefficient of determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772 ^a	.596	.430	3.83964

a. Predictors: (Constant), IKLAN, HARGA

6. Hypothesis Testing

1) t-Test (Partial)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	9.780	2.305			4.243	.000
HARGA	.274	.081	.323		3.389	.001
IKLAN	.463	.061	.424		4.447	.000

a. Dependent Variable: PERILAKU KONSUMTIF

2) F Test (Simultaneous)

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1075.385	2	537.693	36.471	.000 ^b
Residual	1356.341	92	14.743		
Total	2431.726	94			

a. Dependent Variable: PERILAKU KONSUMTIF

b. Predictors: (Constant), IKLAN, HARGA

Discussion

This study explores the influence of price and advertising on the consumptive behavior of 95 students at the International Women University Bandung who use TikTok Shop. While the primary research results fall within the "Good" category, there is a distinct difference in scale compared to the 2025 pre-survey due to a larger sample size and a more structured methodology. Descriptively, the price variable (average 3.48) is perceived as affordable and reflective of product quality, while the advertising variable is regarded as highly informative, creative, and effective in stimulating student purchasing interest.

The analysis of consumptive behavior yielded an average score of 3.64, indicating that students tend to make purchases for personal gratification, social media trends, and social status enhancement. Most respondents admitted to experiencing momentary impulses to buy non-



productive items after exposure to TikTok Shop advertisements. These findings confirm that emotional factors and lifestyle choices are the primary drivers for utilizing shopping features on this entertainment platform.

Verificatively, statistical tests prove that price and advertising have a significant influence on consumptive behavior, both partially and simultaneously. Simultaneously, these two variables account for 59.6% of the influence on consumptive behavior, with advertising exerting a stronger impact than price. This reinforces the theory that the combination of competitive pricing and intensive advertising exposure directly encourages impulsive spending tendencies among university students.

4. CONCLUSION

The study conducted by the researcher to determine the influence of price and advertising on consumer behavior involved a survey of students at the International Women's University. Based on the answers to the problem formulation, analysis, and discussion, the following conclusions can be drawn:

- a. The partial (t) test results indicate that price has a positive and significant effect on consumer behavior, with a 10.8% effect on purchasing the TikTok Shop app.
- b. The partial (t) test results indicate that advertising has a positive and significant effect on consumer behavior, with a 17.7% effect on purchasing the TikTok Shop app.
- c. The simultaneous (F) test results indicate that price and advertising have a positive and significant effect on consumer behavior on TikTok Shop, with a 59.6% effect.

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