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Purchasing Decisions on TikTok Shop among Islamic Boarding School Students: The Roles of Price, Promotion, and Product Quality

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Abstract

This study investigates the influence of price, promotion, and product quality on purchasing decisions at TikTok Shop among students of Darussalam Bangunsari Islamic Boarding School, Ponorogo. Using a quantitative approach, data were collected through questionnaires from 104 respondents selected with purposive non-probability sampling. The data were analyzed using multiple linear regression with SPSS 22.0. The results show that price (sig = 0.002 < 0.05), promotion (sig = 0.001 < 0.05), and product quality (sig = 0.000 < 0.05) each have a significant partial effect on purchasing decisions. Simultaneously, these three variables explain 42.1% of the variation in purchasing decisions (R^2 = 0.421).

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INTRODUCTION

development along with the increasing number of subscribers (Djumiah & Atikasari, 2017). One of the phenomena that continues to grow rapidly in Indonesia is the internet and technology (Miftahul Ulum et al., 2021). The progress of the internet, which evolves every year, is not only limited to social media use but also expands into e-commerce activities. E-commerce can be defined as buying and selling transactions conducted through the internet (Mumtaz, 2021). In Indonesia, e-commerce platforms have existed for quite some time; however, in recent years new platforms have emerged, one of which is TikTok Shop. TikTok Shop is a social commerce feature that integrates entertainment, social interaction, and online shopping, offering an interactive experience through live shopping, promotional discounts,

influencer endorsements, and easy in-app transactions (Purwati, 2025). Compared to Shopee, which is considered more trustworthy due to its wide product range and strong buyer protection system, TikTok Shop remains attractive with its low prices, massive promotions, and global market access, particularly beneficial for MSMEs (Marpaung & Lubis, 2022).

Figure 1. Distribution of e-commerce platform preferences among Indonesian consumers

The problem in this research is that, despite its rapid growth and various promotional strategies, TikTok Shop has not fully attracted certain consumer groups, such as students in Islamic boarding schools, to actively engage in purchasing activities. Factors such as trust, product relevance, and transaction security are suspected to influence their decisions. The urgency of this research lies in the need to understand how economic and marketing factors namely price, promotion, and product quality affect purchasing decisions in a unique social and cultural environment such as Islamic boarding schools. This focus has not been widely explored in previous studies, which tend to generalize consumer behavior without considering specific communities. Previous studies have shown that price significantly affects purchasing behavior (Mumtaz, 2021), promotion is effective in stimulating impulse buying (Marpaung & Lubis, 2022), and product quality plays a central role in building consumer trust (Purwati, 2025). However, these studies mainly examined general e-commerce platforms such as Shopee and Tokopedia. In contrast, this research focuses on TikTok Shop and its adoption among Islamic boarding school students, thereby filling an existing research gap. From a theoretical perspective, this study is grounded in consumer behavior theory (Kotler & Keller, 2016), which emphasizes that purchasing decisions are influenced by a combination of marketing mix elements and individual perceptions. By applying this framework, the study aims to provide a deeper understanding of the role of price, promotion, and product quality in shaping purchasing decisions in the TikTok Shop context.

Judging from the survey results, it shows that students almost never make purchases at Tiktok Shop. This happens because of the lack of in-depth knowledge about the Tiktok Shop application. Santri should start learning to use TikTok Shop because this application is easy to use and offers lower prices than other platforms. With simple and interactive features, students can shop practically and find various attractive promotions. Judging from the

discrepancy between theory and reality in the field, this research is important to examine the extent to which price, promotion and product quality influence purchasing decisions among Darussalam Bangunsari Ponorogo students. In addition, understanding TikTok Shop can also be an opportunity to learn online business and utilize this platform as a means of selling in the future.

Tabel 1. Reasons for Choosing Other E-Commerce Platforms and Avoiding TikTok Shop

No.	Reason Factors	Reasons to Choose e commerce other than TikTok Shop	Reasons to Avoid Tiktok Shop
1.	Ease of Use	Other e-commerce apps are easier to use, look nicer, and have better mechanisms for finding products.	TikTok Shop prioritizes live streams and videos, making it less useful for quick searches.
2.	Product Quality	More complete product descriptions in the form of text and photos are available on other marketplaces.	Due to TikTok Shop's reliance on videos, product details are sometimes ambiguous or overly detailed.
3.	Purchase Process	Santris are more accustomed to a more methodical and structured approach to purchasing.	Before consumers can buy anything from TikTok Shop, they often have to watch a movie or live stream.
4.	Habits and Preferences	There are additional text and image reviews from previous customers on other sites.	TikTok Shop's live streaming-based marketing strategy does not match students' purchasing patterns.
5.	Price and Promo	Big discounts, rebates, and free shipping are often offered by other e-commerce sites.	Although TikTok Shop sometimes has lower prices than other marketplaces, the discounts and promotions are less obvious.
6.	Trust in the Product	There are additional text and image reviews from previous customers on other sites.	TikTok Shop is considered less neutral because it often features sponsored product reviews.

RESEARCH METHOD

The findings indicate that price has a significant effect on purchasing decisions among Darussalam Bangunsari Islamic boarding school students. This result suggests that students financial constraints play an important role in shaping their consumption patterns. Santri generally rely on limited allowances, making them highly sensitive to price differences when shopping online. Thus, even though Tik Tok Shop offers various features, students purchasing decisions remain strongly driven by affordability. This is consistent with Kotler and Keller's (2016) consumer behavior theory, which posits that economic factors particularly price. often dominate consumer decision-making in low-to-middle income segments It also aligns with the findings of Marpaung and Lubis (2022), who emphasized that competitive pricing significantly attracts student buyers in the TikTok Shop context. Promotion was also found to significantly influence purchasing decisions. TikTok Shop utilizes live selling. influencer endorsements, and discount campaigns to attract consumers. However, compared to platforms such as Shopee, its promotional reach and reliability are still perceived as weaker. Among islamic boarding school students, promotions are attractive but not always sufficient to trigger immediate purchase decisions, particularly because of limited disposable income and restrictions in the pesantren environment that limit frequent online shopping. This finding complements previous research by Mumtaz (2021), who argued that promotion strategies play an essential role in stimulating impulse buying in e-commerce.

RESULT AND DISCUSSION

Validity Test

The validity test is a test used to determine the validity of a questionnaire. The question is said to be valid if the corrected item total correlation> from r table> 0.190. The following are the results of the validity test of each variable presented in the table.

Table 2. Test Results of Purchasing Decision Variables (Y)

Item	r_{count}	r_{table}	Results
Y1	0.727	0.190	Valid
Y2	0.704	0.190	Valid
Y3	0.620	0.190	Valid
Y4	0.762	0.190	Valid
Y5	0.722	0.190	Valid
Y6	0.770	0.190	Valid
Y7	0.760	0.190	Valid
Y8	0.726	0.190	Valid
Y9	0.638	0.190	Valid
Y10	0.695	0.190	Valid

Source: Primary Data processed 2025

Based on the Tabel 2, it shows that all question items about purchasing decisions can be concluded that all are valid.

Table 3. Price Variable Test Results (X1)

Item	r_{count}	r_{table}	Results
X1.1	0.812	0.190	Valid
X1.2	0.681	0.190	Valid
X1.3	0.808	0.190	Valid
X1.4	0.773	0.190	Valid
X1.5	0.813	0.190	Valid
X1.6	0.750	0.190	Valid
X1.7	0.662	0.190	Valid
X1.8	0.685	0.190	Valid

Source: Primary Data processed 2025

Based on the Table 3, it shows that all question items about price are concluded that all are valid.

Table 4. Promotion Variable Test Results (X2)

Item	r_{count}	r_{table}	Results
X2.1	0.513	0.190	Valid
X2.2	0.589	0.190	Valid
X2.3	0.702	0.190	Valid
X2.4	0.624	0.190	Valid
X2.5	0.696	0.190	Valid
X2.6	0.745	0.190	Valid
X2.7	0.564	0.190	Valid
X2.8	0.562	0.190	Valid
X2.9	0.612	0.190	Valid
X2.10	0.693	0.190	Valid

Source: Primary Data processed 2025

Table 5. Product Quality Variable Test Results (X3)

Item	r_{count}	r_{table}	Results
X3.1	0.522	0.190	Valid
X3.2	0.607	0.190	Valid
X3.3	0.676	0.190	Valid
X3.4	0.750	0.190	Valid
X3.5	0.638	0.190	Valid
X3.6	0.643	0.190	Valid
X3.7	0.583	0.190	Valid
X3.8	0.655	0.190	Valid
X3.9	0.693	0.190	Valid
X3.10	0.681	0.190	Valid
X3.11	0.663	0.190	Valid
X3.12	0.736	0.190	Valid
X3.13	0.726	0.190	Valid

Source: Primary Data processed 2025

Based on the Table 4 and Table 5, it shows that all question items about promotion are concluded that all are valid.

Reliability Test

Reliability test is a test to measure variables used through questions or questionnaires. If the variable under study has crobach's alpha (α)> 0.6, then the variable is said to be reliable and vice versa.

Table 6. Reliability Test Results

Variabel	Crobach`s Alpha	Border	Result
Price	0.982	0.6	Reliabel
Promotion	0.885	0.6	Reliabel
Product Quality	0.830	0.6	Reliabel
Purchase Decision	0.909	0.6	Reliabel

Source: Primary Data processed 2025

Based on the reliability test shown in Table 6. results in a Cronbach's Alpha value above 0.60 for all research variables, namely price (X1), promotion (X2), product quality (X3), and purchasing decisions (Y). These results confirm that the research instrument has good reliability, so that the data collected is reliable.

Classical Assumption Test

Normality Test

The test used to show that the sample data comes from a normally distributed population. To test this test, use the Kolmogorov-Smirnov test. If the significance value> 0.05 then the data is normally distributed, and vice versa.

Table 7. Normality Test Results

		Unstandardized Residual
N		104
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.38699572
Most Extreme Differences	Absolute	.080
	Positive	.060
	Negative	-.080
Test Statistic		.080
Asymp. Sig. (2-tailed)		.200[c,d]

Source: Primary Data processed 2025

Based on Table 7, the normality test results show that the residual significance value is 0.200. Since this value exceeds the threshold of 0.05, it can be concluded that the residual data is normally distributed, which means that H_0 is accepted.

Heteroscedasticity Test

A test that aims to test whether there is an inequality of variance from the residual observation to another observation.

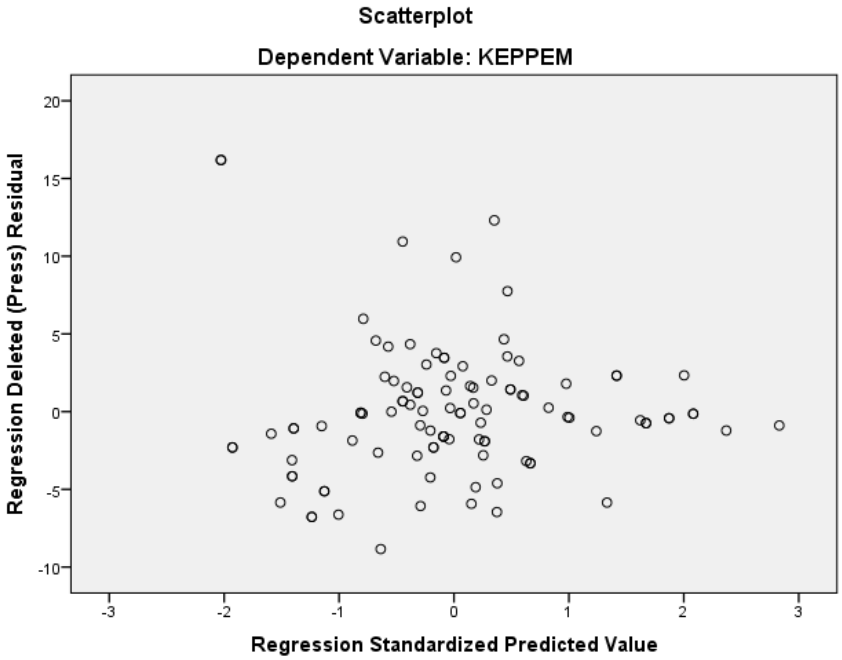

Figure 2. Heteroscedasticity Test Results

Based on the Figure 2, it can be seen that the dots are irregular or do not form a clear line pattern, because the dots are irregularly above and below zero on the Y axis. So it can be concluded that the regression model does not have heteroscedasticity.

Multicollinearity Test

Multicollinearity test is a test used to determine whether or not there are deviations, namely thiser relationship between independent variables in the regression model. The way to detect the multicollinearity test is by looking at the variance inflation factor (VIF) value in the regression model. And it can also be seen from the tolerance and VIF / tolerance value <0.10 or VIF> 10.

Table 8. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Price	.829	1.207
	Promotion	.824	1.214
	Product Quality	.960	1.042

Source: Primary Data processed 2025

Based on Table 8, the tolerance value of the price, promotion and product quality variables is 0.829; 0.824; 0.960, where the tolerance value is> 0.10. While the results of

calculating the VIF value of the price, promotion and product quality variables are 1.207; 1.214; 1.042, where the VIF value is < 10. Then the results of these calculations mean that there is no multicollinearity between variables.

Hipotesis Testing Results

Multiple Linear Regression Test

The purpose of this study is to determine the linear relationship between one dependent variable, namely purchasing decisions (Y) with two or more independent variables, namely price (X1), promotion (X2), and product quality (X3). In addition, the validity of the hypothesis proposed in this study was tested using this method.

Table 9. Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.465	3.275		2.891	.005
	Price	.193	.060	.270	3.234	.002
	Promotion	.207	.059	.296	3.530	.001
	Product Quality	.228	.050	.357	4.595	.000

Source: Primary Data processed 2025

The following data results from Table 9 are explained as follows:

$$Y = 9.465 + 0.193X_1 + 0.207X_2 + 0.228X_3$$

1. The constant coefficient value is 9.465 which states that if the variables X1, X2, X3 are equal to zero, namely price, promotion and product quality, the purchasing decision is 9.465.
2. The X1 coefficient of 0.193 means that every time there is an increase in variable X1 by 1%, the purchasing decision increases by 0.193 (19.3%) or vice versa, every time there is a decrease in variable X1 by 1%, the purchasing decision decreases by 0.193.
3. The X2 coefficient of 0.207 means that every time there is an increase in variable X2 (promotion) by 1%, the purchasing decision increases by 0.207 (20.7%) or vice versa, every time there is a decrease in variable X2 by 1%, the purchasing decision decreases by 0.207.
4. The X3 coefficient of 0.228 means that every time there is an increase in variable X3 (product quality) by 1%, the purchasing decision increases by 0.228 (22.8%) or vice versa, every time there is a decrease in variable X3 by 1%, the purchasing decision decreases by 0.228.

t test (partial)

In this study, the t test was used to find out how the independent variables X1, X2, X3 affect Y. If the tcount> ttable or sig < α (0.05) then reject HO, which means that variable X has a significant effect on Y.

Based on the t test results in Table 9, it shows that:

1. The effect of price on purchasing decisions
   Based on Table 9 shows that the tcount value is 3.234. At α = 0.05 (because the test is two-sided so that 0.05: 2 0.025), the value of the degree of validity (df) n-k-1 = 104-3-1 = 100. With a df value of 100, the tcount is 3.234> ttable 1.987 and a sig value of 0.002 <0.05, it can be concluded that H01 is rejected and Ha1 is accepted, which means that price has a significant effect on purchasing decisions.
2. The effect of promotion on purchasing decisions
   Based on Table 9, it shows that the tcount value is 3.530 at α = 0.05 (because the test is two-sided so that 0.05: 2 0.025), the value of the degree of validity (df) n-k-1 = 104-3-1 = 100. With a df value of 100, it is obtained that the tcount is 3.530> ttable 1.987 and a sig value of 0.001 <0.05, it can be concluded that H01 is rejected and Ha1 is accepted, which means that promotion has a significant effect on purchasing decisions.
3. The effect of product quality on purchasing decisions
   Based on Table 9, it shows that the tcount value is 4.595. At α = 0.05 (because of the two-sided test so that 0.05: 2 0.025), the value of the degree of validity (df) n-k-1 = 104-3-1 = 100. With a df value of 100, the tcount is 4.595> ttable 1.987 and a sig value of 0.000 <0.05, it can be concluded that H01 is rejected and Ha1 is accepted, which means that product quality has a significant effect on purchasing decisions.

Test F (simultaneous)

This test is conducted to test whether the resulting regression model is appropriate or not, and is useful for seeing the effect of X1, X2, and X3 on Y. The hypothesis used is:

HO = the regression model obtained is not appropriate or insignificant

H1 = the regression model obtained is significant.

If the Fcount> Ftabel value or sig < α then reject HO so that the regression model obtained is significant.

Table 10. F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1223.647	3	407.882	24.201	.000[b]
	Residual	1685.392	100	16.854		
	Total	2909.038	103			

Source: Primary Data processed 2025

Based on the results of Table 11, it shows that the F_{count} value is 24.201 and the sig value is 0.000. F_{count} = (k-1; n-) the df value for the numerator is k-1 = 3-1 = 2, then the df value as a denominator by means of (n-f) = 104 - 3 = 101, obtained F_{tabel} of 2.69. Because the fcount value is 24.201> F_{tabel} 2.69 and the sig value is 0.000 <0.05, it is concluded that H03 is rejected

and Ha3 is accepted, which means that price, promotion and product quality together have a significant effect on purchasing decisions.

Determination Coefficient Test

The coefficient of determination analysis test is used to determine how far the price, promotion and product quality variables affect the purchasing decision variable.

Table 10. Test Results of the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.649[a]	.421	.403	4.10535

Source: Primary Data processed 2025

The results of the coefficient of determination test analysis in Table 4.21 show that the adjusted R Square value or the coefficient of determination is 0.421, which means that the effect of the independent variable on the dependent variable is 42.1%.

The Effect of Price on Purchasing Decisions

There is a partial influence of the price variable on purchasing decisions in deciding to shop online. This can be proven by the tcount value of 3.234> ttable value 1.987 and a significance value of 0.002 <0.05, it can be concluded that H_o is rejected and H_a is accepted, which means that price has a significant effect on purchasing decisions. So, price is an important part of making purchasing decisions, because Darussalam students shop for any needs such as yellow books or stationery at TikTok Shop, because the more the price drops the greater the number of purchasing decisions.

The Effect of Promotion on Purchasing Decisions

There is a partial influence of promotional variables on purchasing decisions in deciding to shop online. This can be proven by the tcount value of 3.530> ttable value 1.987 and sig value 0.001 <0.05, it can be concluded that H_o is rejected and H_a is accepted, which means that promotion has a significant effect on purchasing decisions. So promotion is an important part of making purchasing decisions, because the more attractive the promotion, the greater / higher the number of purchasing decisions. This can be seen when Darussalam students shop for yellow books or stationery at TikTok Shop because they are attracted by the promotions offered.

The Effect of Product Quality on Purchasing Decisions

There is a partial influence of product quality variables on purchasing decisions in deciding to shop online. This can be proven by the tcount value of 4.595> ttable value 1.987 and sig value 0.000 <0.05, it can be concluded that H_o is rejected and H_a is accepted, which means that product quality has a significant effect on purchasing decisions. So product quality is an important part of making purchasing decisions, because the better the quality of a

product, the greater the number of purchasing decisions. This can be seen when Darussalam students shop for yellow books or stationery at TikTok Shop because they feel confident in the

The effect of price, promotion and product quality on purchasing decisions

There is a simultaneous influence between the variables of price, promotion and product quality on purchasing decisions in deciding to shop online. This can be proven by the F test value which shows that fcount 24.201> from F_{tabel} 2.69 with a significance of 0.000 <0.05. Therefore, H_o is rejected and H_a is accepted, which means that price, promotion, and product quality have a significant effect on purchasing decisions. So these three variables are an important part of making purchasing decisions for Darussalam Ponorogo students. This is reflected when Darussalam students shop for yellow books or stationery at TikTok Shop by considering the price, promotion, and quality of the products available.

CONCLUSION

The results of the analysis show that price has a positive and significant effect on TikTok Shop Ecommerce purchasing decisions. This can be proven by the tcount value of 3.234> ttable value 1.987 and a significance value of 0.002 <0.05, it can be concluded that H_o is rejected and H_a is accepted, which means that price has a significant effect on purchasing decisions. So, price is an important part of making purchasing decisions, because Darussalam students shop for any needs such as yellow books or stationery at TikTok Shop, because the more the price drops the greater the number of purchasing decisions.

The results of the analysis show that promotion has a positive and significant effect on TikTok Shop Ecommerce purchasing decisions. This can be proven by the tcount value of 4.595> ttable value 1.987 and sig value 0.000 <0.05, it can be concluded that H_o is rejected and H_a is accepted, which means that product quality has a significant effect on purchasing decisions. So product quality is an important part of making purchasing decisions, because the better the quality of a product, the greater the number of purchasing decisions. This can be seen when Darussalam students shop for yellow books or stationery at TikTok Shop because they feel confident in the quality of the products offered.

The results of the analysis show that product quality has a positive and significant effect on TikTok Shop Ecommerce purchasing decisions. There is a partial influence of product quality variables on purchasing decisions in deciding to shop online. This can be proven by the tcount value of 4.595> ttable value 1.987 and sig value 0.000 <0.05, it can be concluded that H_o is rejected and H_a is accepted, which means that product quality has a significant effect on purchasing decisions. So product quality is an important part of making purchasing decisions, because the better the quality of a product, the greater / higher the number of purchasing decisions.

The results of the analysis show that the three variables have a positive and significant effect on the TikTok Shop Ecommerce purchasing decision. This can be proven by the f test value which shows that fcount 24.201> from ftabel 2.69 with a significance of 0.000 <0.05. Therefore, H_o is rejected and H_a is accepted, which means that price, promotion, and

product quality have a significant effect on purchasing decisions. So these three variables are an important part of making purchasing decisions for Darussalam Ponorogo students. This is reflected when Darussalam students shop for yellow books or stationery at TikTok Shop by considering the price, promotion, and quality of the products available.

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