

Research Article

TikTok Shop: How Social Commerce Shapes Purchase Decisions

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Abstract

This study aims to analyze the influence of social commerce elements, such as social interaction, transaction convenience, creative content, user-generated content (UGC), and live shopping, on consumer purchase decisions on the TikTok Shop platform in Indonesia. Using a quantitative approach with an explanatory research design, this study involved respondents who had made purchases within the last six months. Regression analysis indicates that four main variables, like social interaction ($p = 0.014$), transaction convenience ($p = 0.009$), creative content ($p = 0.012$), and UGC ($p = 0.012$) are significantly affect purchase decisions. Meanwhile, live shopping does not show a significant influence ($p = 0.115$), suggesting that direct synchronous interaction on TikTok Shop is not sufficient to drive purchase conversion without strong support from information quality and credibility.

Keywords: Social Commerce, Tiktok Shop, Social Interaction, Transaction Convenience.

INTRODUCTION

Classical literature shows that in traditional e-commerce, online social interactions and user networks (online social networks) have been proven to exert significant effects on the stages of need recognition, information search, alternative evaluation, purchase decisions, and post-purchase behaviors. For example, a study by



H. A. H. Hettiarachchi (2019) demonstrated that social commerce has a significantly positive effect on all stages of the consumer decision-making process through social support within online networks. In addition, a systematic study by W. Zhao (2023) comprehensively reviewed the development of social commerce and online consumer behavior, showing that trust and user experience are dominant factors influencing the adoption of social commerce.

Recent literature also highlights more specific phenomena in the era of social media and short-form video. A study by L. Sintia (2023) in the context of developing countries found that trust, attitude, and perceived usefulness significantly influence purchase intention in social commerce. Meanwhile, research by S. Poh (2024) on social video platforms such as TikTok indicates that social media content and live streaming are able to build consumer attention and interest, which subsequently encourage purchasing.

In the Indonesian context, a recent study by Elsanda Salsabila Az Zahra (2025) examined the influence of live shopping and consumer trust on purchase decisions in TikTok Shop and found positive and significant effects of both variables. These findings reinforce the argument that social commerce platforms integrated with interactive features and direct transactions represent a new arena deserving further investigation.

Nevertheless, there remains a significant research gap. First, many studies still focus on social commerce in general or on platforms such as Instagram or Facebook, and few specifically explore the social commerce elements on TikTok Shop, which combines short videos, live streaming, and transactions in a single application. Second, although trust and attitude have been widely researched, the integration of variables such as social interaction, transaction convenience, creative content, user-generated content (UGC), and live shopping features into a comprehensive model remains limited. Third, literature on consumer behavior in platforms characterized by young users and entertainment-based content (such as TikTok) remains underexplored in the Indonesian context, which has highly dynamic and trend-responsive consumption behavior. This gap indicates the need for research that simultaneously and empirically examines the influence of social commerce variables on purchase decisions within the TikTok Shop environment.

This study attempts to fill this gap by contextualizing past and recent literature within the TikTok Shop platform in Indonesia. By examining elements of social

commerce, namely social interaction, transaction convenience, creative content, user-generated content (UGC), and live shopping features, and testing their simultaneous influence on consumer purchase decisions, this research expands theoretical understanding of social commerce on new platforms. Furthermore, practically, the findings are expected to provide strategic guidance for marketers and business actors utilizing TikTok Shop as a digital sales channel. Thus, this study contributes not only to the development of digital marketing literature but is also relevant for practical implementation in the era of social commerce.

LITERATURE REVIEW

Social Commerce Concept

Social commerce is defined as a commercial model that integrates social media elements, such as user networks, communities, comments/reviews, and user-generated content (UGC), with transactional features within an e-commerce platform (Zhao & Teo, 2023). Several key characteristics commonly identified include social interaction between users/sellers, in-app transaction convenience, engaging creative content, and recommendations or UGC as social proof (Mahyuzar, 2024). Systematic literature reviews conclude that social and technological stimuli in social commerce can be categorized as digital environmental triggers that influence changes in consumer behavior (Özdemir & Kılıç, 2022).

1. Social Interaction

Social interaction is defined as the intensity and quality of two-way communication between consumers and sellers/creators during the information search and purchasing process, including comments, likes, Q&A during live sessions, and direct messages. Social interaction enhances social presence and perceived trust, ultimately influencing purchase decisions (Zhang et al., 2022; Li & Chen, 2023).

2. Transaction Convenience

Transaction convenience refers to consumers' perceptions of the ease of browsing products, clarity of product information, reliability of payment and logistics systems, and speed of the transaction process. Convenience reduces barriers and perceived risk, thereby encouraging purchases (Niu et al., 2021; Djan & Adawiyyah, 2020).

3. Creative Content

Creative content includes originality, narrative clarity, visual quality, and product demonstrations through short videos or live broadcasts. Engaging content stimulates attention and increases perceived value, thus encouraging purchase decisions (Xu et al., 2024).

4. User-Generated Content (UGC)

UGC refers to content created by other users, such as reviews, hauls, comments, or ratings. UGC acts as social proof that can increase consumer trust toward a product or seller, thereby influencing purchase decisions (Gupta, 2022).

5. Live Shopping Feature

The live shopping feature is a synchronous interaction activity between sellers and audiences in real time, including product demonstrations, answering questions, and limited-time offers. Direct interaction can reduce uncertainty and increase purchase conversion (Guo & Zhou, 2024; Zhang & Zhang, 2024).

6. Purchase Decision

A purchase decision reflects the consumer's final choice to buy, including their buying intention, preference toward a product/seller, and actual purchase behavior. Common indicators include willingness to purchase in the near future and transaction conversion (Siregar & Ilham, 2022).

Hypotheses

Based on the description above, this study proposes the following hypotheses:

1. H1: Higher social interaction has a positive and significant effect on purchase decisions.
2. H2: Perceived transaction convenience has a positive and significant effect on purchase decisions.
3. H3: Creative content (short videos, product demonstrations) has a positive and significant effect on purchase decisions.
4. H4: Recommendations and UGC have a positive and significant effect on purchase decisions.
5. H5: Live shopping features (real-time interactivity, social proof) have a positive and significant effect on purchase decisions.

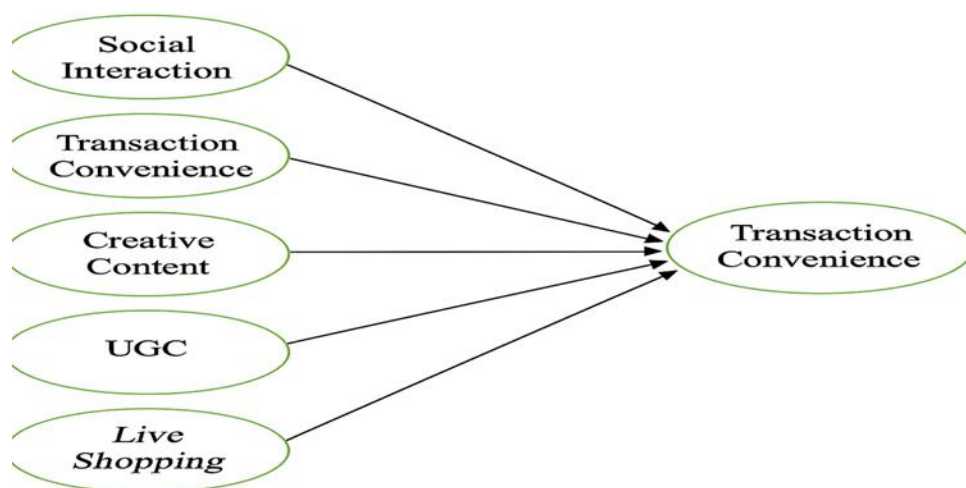


Figure 1. Conceptual Framework of the Study

METHOD

Research Design

This study employs a quantitative approach with an explanatory research design to examine the causal relationship between social commerce variables and consumer purchase decisions on the TikTok Shop platform. The quantitative approach was selected because it enables objective measurement, standardized statistical analysis, and systematic hypothesis testing to obtain scientifically accountable generalizations (Creswell & Creswell, 2018; Sekaran & Bougie, 2020). The explanatory design is relevant to this study as it allows the examination of direct effects among variables based on a theoretical framework stating that stimuli from the digital environment can shape consumer behavioral responses (Mehrabian & Russell, 1974).

Research Sample

The population of this study consists of all TikTok Shop users in Indonesia who have made at least one purchase within the last six months. This population selection ensures that respondents have actual experience with the platform and can provide relevant assessments of the research variables.

The sampling technique used is non-probability purposive sampling, which involves selecting respondents who meet specific criteria. This technique is appropriate when researchers aim to obtain specific respondent units that possess relevant information regarding the phenomenon being studied (Sekaran & Bougie, 2020). Data collection was conducted in November 2025, involving a total of 100 respondents.

Data Collection Technique

Primary data were collected using an online survey via Google Forms, distributed through social media channels such as TikTok, Instagram, and community groups (WhatsApp). This method is efficient in reaching respondents who are familiar with the digital ecosystem (Bryman, 2016).

RESULT AND DISCUSSION

Statistical Analysis Results

Multiple Linear Regression Test

The table below presents a summary of the multiple linear regression results used to examine the influence of the independent variables on purchase decisions.

Table 1. Results of Regression Analysis

Variable	B	Std. Error	Beta	t	Sig. (p)
(Constant)	-8.382	2.706	—	-3.098	.003
Social Interaction (X ₁)	.497	.197	.160	2.515	.014
Transaction Convenience (X ₂)	.526	.197	.215	2.678	.009
Creative Content (X ₃)	.508	.199	.188	2.553	.012
UGC (X ₄)	.866	.337	.316	2.571	.012
Live Shopping	.452	.284	.171	1.591	.115

Significance criteria were set at $\alpha = 0.05$. A p-value < 0.05 indicates a significant effect.

Interpretation of the t-Test (Partial)

1. Social Interaction (X₁)

The results show a t-value of 2.515; $p = .014$, indicating that social interaction has a significant influence on purchase decisions. The positive coefficient suggests that the higher the interaction between sellers and buyers through comments, likes, and Q&A sessions, the higher the likelihood of purchase. This finding is consistent with Zhang et al. (2022) and Li & Chen (2023), who state that social presence and interaction depth foster trust and stimulate purchases.

2. Transaction Convenience (X₂)

This variable has a t-value of 2.678; $p = .009$, demonstrating a significant positive effect on purchase decisions. The easier the process of searching, payment, and logistics on TikTok Shop, the higher the intention to purchase. These results support the findings of Niu et al. (2021) and Djan & Adawiyyah (2020), which assert that transaction convenience lowers barriers and risks, thereby facilitating decision-making.

3. Creative Content (X₃)

The t-value of 2.553; $p = .012$ indicates a significant effect. Creative content, such as product demonstrations through appealing and clear short videos, can increase perceived value and encourage purchase decisions. This finding aligns with Xu et al. (2024), who emphasize that visual quality, narrative clarity, and content appeal enhance customer engagement.

4. User-Generated Content / UGC (X₄)

The UGC variable recorded a t-value of 2.571; $p = .012$, indicating a significant influence on purchase decisions. UGC, including reviews, ratings, and recommendations from other users, serves as social proof that increases consumer credibility and perceived quality. This is consistent with Gupta (2022) and Abidin & Hazari (2024), who found that UGC enhances trust and increases the likelihood of purchase.

5. Live Shopping (X₅)

This variable was not found to have a significant effect ($t = 1.591$; $p = .115$). This indicates that although live shopping can provide real-time interaction and information, such elements do not directly drive purchase decisions within the context of this study. Although studies such as Guo & Zhou (2024) and Zhang & Zhang (2024) emphasize the role of live streaming in reducing uncertainty and increasing conversion, the results of this research show that its influence is not yet strong. This may be affected by product category, promotional intensity, or suboptimal trust levels during live sessions.

Discussion

The findings indicate that four out of five variables significantly influence purchase decisions.

1. Effect of Social Interaction on Purchase Decisions

Intense social interaction can increase social presence and a sense of closeness between buyers and sellers, thereby strengthening trust and confidence in the offered products. This supports Social Influence Theory, which states that users' opinions can shape perceptions and decisions (Li & Chen, 2023). This finding reinforces previous studies (Zhang et al., 2022) showing that interactivity enhances engagement and positive decision-making.

2. Effect of Transaction Convenience on Purchase Decisions

Transaction convenience significantly encourages purchase decisions. This means that the TikTok Shop platform, which provides integrated payment processes and a clear logistics system, effectively reduces transaction barriers. The literature shows that convenience reduces perceived risk and increases shopping comfort (Niu et al., 2021), thereby driving conversion.

3. Effect of Creative Content on Purchase Decisions

Creative content in the form of short videos and product demonstrations conveys information attractively and clearly. This increases perceived value and encourages impulsive behavior. Consistent with Xu et al. (2024), engaging visual content can increase quality perception and consumer purchase intention.

4. Effect of UGC on Purchase Decisions

UGC is an important factor in building credibility and trust. Consumers are more likely to trust recommendations from other users than sellers' claims. Therefore, positive reviews and ratings increase the likelihood of purchase. This finding aligns with Gupta (2022), who emphasizes that UGC acts as a quality signal and social proof that enhances purchase decisions.

5. Effect of Live Shopping on Purchase Decisions

Unlike other variables, live shopping does not demonstrate a significant influence in this study. Although real-time interaction theoretically reduces uncertainty and increases conversion (Guo & Zhou, 2024), this finding suggests that factors such as information quality during live sessions, seller credibility, or product relevance may affect effectiveness. This suggests the need for further research to explore more complex mechanisms or the role of mediating variables (e.g., trust, perceived enjoyment).

Table 2. Summary of Hypothesis Testing Results

Hypothesis	Statement	Result
H ₁	Social interaction → purchase decision	Accepted
H ₂	Transaction convenience → purchase decision	Accepted
H ₃	Creative content → purchase decision	Accepted
H ₄	UGC → purchase decision	Accepted
H ₅	Live shopping → purchase decision	Rejected

CONCLUSION

Practically, the findings confirm that social interaction, transaction convenience, creative content, and UGC are key factors that must be optimized to increase purchase decisions on TikTok Shop. Conversely, live shopping features require further innovation to more effectively encourage purchases, particularly in delivering credible information and attractive offers.

The analysis shows that the proposed model successfully explains the factors influencing consumer purchase decisions on the TikTok Shop platform. Four independent variables have significant effects, while one variable does not. This aligns with previous literature emphasizing the importance of social aspects and convenience within the social commerce ecosystem.

Thus, this study contributes valuable insights into understanding the factors affecting purchase decisions in the context of live commerce, particularly on the TikTok Shop platform.

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