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SOCIAL SCIENCE AND EDUCATION | RESEARCH ARTICLE

Digital Marketing Strategy on Online Purchase Decision on TikTok Online Shopping Platform

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Abstract: This study aims to determine the factors that influence consumer purchasing decisions on TikTok shop and differences in TikTok shop compared to other e-commerce platforms. Using a descriptive qualitative approach, data were obtained through in-depth interviews, observation, and documentation of consumer actors in Sentul Village, Gading District, who use TikTok Shop as a shopping medium. The results show that creative content strategies, utilization of influencers, and the use of live streaming features significantly increase consumer buying interest, digital marketing has a significant effect, while influencers and online customer reviews have a positive effect on purchasing decisions.

Keywords: Digital Marketing, Online Purchase Decision, Tiktok Shop.

1. INTRODUCTION

The development of digital technology in the era of globalization has driven a very significant transformation in various aspects of life, including in consumer behavior, especially in the purchasing decision-making process. (Yoganata, 2024). One form of digital transformation is seen in the increasingly intensive use of social media as a means of supporting economic activities (Maimuna et al., 2024). Social media is no longer just seen as a platform for socializing and entertainment, but has evolved into a strategic medium in the world of digital marketing. This change has transformed the overall commerce landscape, including in rural areas that previously had limited access to digital markets.

One social media that has experienced rapid growth in recent years is TikTok (Sangadji et al., 2024). This short video-based application was originally known as an entertainment platform favored by young people, but over time, TikTok has expanded its functions and roles through the integration of e-commerce features known as TikTok Shop. The presence of TikTok Shop has opened up new opportunities for businesses, both micro, small, and medium scale, to promote products in a more interactive and interesting way through creative video content (Maria & Janah, 2024). This combination of entertainment and commerce creates a different shopping experience, which is not only transactional, but also emotional and social.

The TikTok shop phenomenon is also seen in the community of Sentul Village, Gading District, which shows a positive response to the use of TikTok as one of the main platforms for online shopping activities. In recent years, villagers have become increasingly active in utilizing TikTok not only for entertainment purposes, but also as a means to obtain product information, compare prices, assess the quality of goods through reviews, and make direct purchases. The ease of use of the app, the simple interface design, and the ability to access reviews and recommendations from people nearby are factors that have driven the increased adoption of TikTok Shop among the Sentul Village community. In addition to the ease and convenience aspects of use, TikTok has also succeeded in creating a shopping



ecosystem that is educational and interesting (Wulandari et al., 2025). Through informative video content such as product demonstrations, usage tutorials, and consumer reviews, users can gain a better understanding of the products they wish to purchase. In the context of a rural community like Desa Sentul, most of whom are not fully accustomed to online commerce, this video-based approach is a highly effective strategy in educating consumers visually and contextually. This kind of content helps reduce the risk of purchase errors and increases consumer satisfaction with the products purchased.

Transaction security is also an important concern in online shopping activities (Lisdayanti & Padmanegara, 2024). TikTok Shop has adopted a seller verification system and provides consumer protection features such as product warranty and return policy. (Zahra, 2024). This increases people's trust in digital transactions and reinforces positive perceptions of the platform. In a rural environment that is generally more cautious about online activities, this security assurance is a crucial aspect in supporting the decision to shop online. Furthermore, promotion and incentive factors also play a central role in attracting consumer interest (Fathiyah et al., 2025). TikTok Shop regularly offers various forms of promotions such as discounts, shopping vouchers, free shipping, and limited-time offers (flash sales). (Safitri, 2024). These marketing strategies significantly influenced purchasing decisions, especially among the price-sensitive population. For the people of Sentul Village, the promotions offered concrete economic benefits and added motivation to continue using the platform as a primary means of shopping for daily needs. In addition to being a transactional medium, TikTok also provides a space for the formation of online communities based on interests and experiences (Putra & Junita, 2024). Users can share their shopping stories with each other, provide reviews of products purchased, and recommend certain stores or sellers to relatives and friends. In rural communities that still highly value togetherness and interpersonal communication, the ability to interact socially through digital platforms is a plus. This activity not only strengthens social relations in cyberspace, but also increases trust in the products being promoted.

Considering the above factors, it can be concluded that TikTok, particularly the TikTok Shop feature, has transformed into a highly effective tool in supporting consumer behavior change at the local level. The Sentul Village community demonstrates that openness to technological innovation is not only happening in urban areas, but also in rural communities that have previously been slower to adopt digital technologies. TikTok's success in reaching these rural communities is a reflection of an adaptive strategy that combines aspects of technology, local culture, and socio-economic dynamics. However, it is also important to highlight the challenges that may arise with the increase in online shopping activities through platforms like TikTok. One of the main challenges is the lack of digital literacy, which is still a crucial issue in most rural areas. Although TikTok has a simple interface, understanding digital security, online fraud, and privacy policies remain aspects that must be taken seriously. Therefore, increasing digital literacy through training, community education, and technology assistance is a strategic step that needs to be encouraged by various parties, including the government, academics, and the private sector. In addition, the rapid growth of TikTok Shop also raises questions regarding the sustainability of traditional local businesses that are not connected to the digital ecosystem. If not managed wisely, the dominance of platform-based e-commerce can shift the position of small traders who have been relying on direct interaction with consumers. In this context, the synergy between technology and local micro-enterprise empowerment is important so that digital transformation not only results in economic growth, but also sustainable social justice.

Against this background, this study aims to analyze in depth how TikTok Shop influences the consumer behavior of the Sentul Village community in the context of purchasing daily necessities. This research will also explore the factors that drive the adoption of the platform, its impact on consumption behavior, and the potential and challenges faced in the process of digitizing shopping in rural areas. It is hoped that the results of this study can provide empirical contributions that are relevant to the development of inclusive and contextual digital marketing strategies, as well as a reference for policy makers in formulating the right approach to encourage equitable and sustainable digital transformation.

Digital marketing is a form of marketing that uses digital technology, especially through the internet, to promote products and services to consumers. Chaffey and Ellis-Chadwick (2019) in Dwi Yudha Bastian & Nur Widyawati (2025) defines digital marketing as the application of digital technology that facilitates marketing activities to effectively acquire, retain, and build relationships

with consumers. In practice, digital marketing includes various strategies such as social media marketing, search engine optimization (SEO), content marketing, email marketing, and influencer-based marketing.

The development of social media is one of the main triggers for the increasing relevance of digital marketing. According to Kotler and Keller (2016) in Putri & Thohiri (2025) that digital marketing strategies not only serve to reach a wide range of consumers, but also to build two-way interactions that strengthen customer loyalty. In the context of platforms like TikTok, digital marketing is done through engaging and personalized short video content, which allows brands to build emotional closeness with the audience. Social media has become one of the key channels in digital marketing strategies. TikTok, as a short video content-based platform, provides a space for marketers to reach audiences in innovative and interactive ways. Kaplan and Haenlein (2010) in (Akmalia, 2024) stated that social media allows for dynamic interactions between companies and consumers that were previously impossible through traditional media.

The TikTok Shop feature allows sellers to utilize the power of visual and audio content to convey product information, attract consumer attention, and drive purchasing decisions. Marketing strategies on TikTok typically involve collaboration with influencers (influencer marketing), use of hashtag challenges, live streaming, and product review videos. All these elements contribute towards increasing brand exposure and creating an immersive shopping experience.

Consumer behavior in the digital context is influenced by various factors, both internal and external. According to Engel, Blackwell, and Miniard (1995), in Jason (2025), the purchase decision process consists of five stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. In the context of online shopping, this process becomes more complex due to digital factors such as user interface quality, trust in the platform, consumer reviews, and the presence of online communities.

Chevalier and Mayzlin (2006) in A. K. Putri (2025) showed that online reviews and recommendations have a major influence on consumer purchasing decisions. TikTok as a social media platform provides various forms of content that serve as additional information in the product evaluation process, ranging from honest reviews, demonstrations, to user testimonials. Consumers tend to trust user-generated content over traditional advertising. An effective digital marketing strategy has the ability to influence every stage of the consumer purchase decision-making process. According to Ryan (2016) in the book Faisal et al. (2024), a well-integrated digital marketing strategy will create a consistent and engaging user experience, ultimately driving increased conversions. Some strategies that have proven effective in the context of e-commerce include:

a. Content Marketing

The creation of high-quality content that is educational and entertaining to attract and retain consumer attention.

b. Influencer Marketing

The use of public figures or social media users with great influence to promote products.

c. Interactive Marketing

Marketing that engages users directly, such as through polls, challenges, or live chat.

d. Promotional Strategy

Offer discounts, vouchers, or loyalty programs that can increase product appeal.

In the context of TikTok Shop, the combination of entertainment and functional elements in video content allows marketing strategies to touch the emotional aspects of consumers, while effectively conveying product information. The use of TikTok's algorithm also helps in targeting the right audience based on user interests and behavior, thus increasing the chances of conversion.

The purchase decision is the final stage in the consumer behavior process, which is when individuals decide to buy a product or service. Schiffman and Kanuk (2008) emphasize that purchasing decisions are not only influenced by functional needs, but also by psychological factors such as motivation, perception, attitude, and social influence (Agusti, 2024).

On platforms like TikTok, purchasing decisions are heavily influenced by the user's experience when accessing promotional content. Content that is able to provide social proof, such as many likes,

positive comments, or testimonials, will increase consumer confidence in the product. In addition, the visual aspect of the video makes it easier for consumers to understand the benefits and quality of the product directly.

Based on the literature that has been discussed, it can be formulated that digital marketing strategies applied to the TikTok Shop platform have a significant influence on online purchasing decisions. Strategies such as interactive content, influencer marketing, digital promotions, and easy access to information through short videos play an important role in shaping consumer perceptions, building trust, and driving conversions.

The conceptual framework in this study refers to the relationship between digital marketing strategy elements (content, influencers, promotions, interactivity, and transaction security) and the consumer purchasing decision process. Previous research conducted by Lim et al. (2020) shows that consumer trust and the quality of information from social media are mediating variables that strengthen the influence of digital marketing strategies on purchase intentions (Nurul & Wibisono, 2024). Although previous literature has discussed the influence of digital marketing strategies on consumer behavior and purchasing decisions in general, there are several research gaps that have not been widely explored, especially in the context of the TikTok Shop platform as a relatively new online shopping medium:

a. Lack of Specific Research Focus on TikTok Shop as an E-Commerce Platform

Most studies on digital marketing strategies still focus on conventional e-commerce platforms such as Shopee, Tokopedia, Lazada, or social media such as Instagram and Facebook. TikTok Shop, as a shopping feature directly integrated with entertainment content, presents a unique interaction model through short videos and live streaming, but there are still relatively few empirical studies that examine the influence of digital marketing elements on consumer purchasing decisions specifically on this platform.

b. Lack of Approaches that Combine Emotional and Functional Elements of TikTok Content

Previous research has tended to highlight the functional aspects of digital marketing, such as promotional effectiveness or information quality. However, TikTok's characteristics as a medium that relies on entertainment and visual experiences require an approach that also considers the emotional impact of the content (e.g. storytelling, music, visual expression, humor). This aspect has not been studied in depth as a determinant of purchasing decisions.

c. Limitations of Contextual Studies in Local Areas or Communities (Special Case Studies)

Many previous studies have been macro in nature or conducted in urban/metropolitan environments. There is limited research that looks at how people at the local level, such as villages or semi-urban areas, respond to digital marketing strategies on TikTok. Local contexts such as the one raised in this study (e.g. Sentul Village community) provide a unique social dimension in understanding the factors that influence online purchases.

d. Gaps in Understanding the Role of Algorithms and Interactivity on Purchase Decision

TikTok uses sophisticated algorithms to serve content to users based on their preferences and previous interactions. However, very few studies have explicitly examined how personalization and algorithmic recommendations affect consumers' cognitive processes in making purchase decisions. Similarly, the role of interactive features such as live streaming and real-time commenting, which can increase engagement and trust, has yet to be quantitatively tested.

e. Not Many Studies Integrate All Digital Marketing Strategies in One Comprehensive Model

Many previous studies have focused on only one or two elements of digital marketing strategy, such as only looking at the influence of influencer marketing or digital promotion separately. This research fills the gap by combining the various key components of digital marketing strategy (interactive content, influencers, promotions, interactivity, and transaction security) to see their comprehensive influence on online purchase decisions at TikTok Shop.

f. Limited Current and Relevant Empirical Data on Young and Local Digital Consumer Trends

As a platform with a dominance of users from the younger generation (Gen Z and millennials), TikTok reflects dynamic and fast-changing consumer behavior patterns. Previous research may no longer be relevant in describing the latest digital trends, so actual studies are needed that reflect modern consumer behavior and marketing approaches that are adaptive to technological and lifestyle changes.

Based on the mapping above, this research seeks to fill the gaps that include:

1. limited literature on the TikTok Shop platform specifically,
2. lack of a holistic approach to digital marketing strategy,
3. the emotional impact of content,
4. local context relevance, as well as understanding the role of algorithms and interactive features in shaping purchase decisions.

Thus, this research not only provides theoretical contributions in expanding the understanding of digital marketing strategies in the modern social media ecosystem, but also practical contributions for local businesses and platform developers in designing more targeted marketing approaches in the digital era.

2. RESEARCH METHOD AND MATERIALS

In conducting this research, researchers used the type of field research, which requires researchers to go directly to the field. The type of field research field research used, namely conducting research activities directly into the field by conducting interviews. Researchers obtain data by meeting closely and personally while leading questions and answering interviewees, regardless of whether involves rules for directing meetings. This research uses a qualitative approach. Because the information needed by researchers is in the field, it specifically breaks down information as words and human activities without trying to measure them. The information took the form of local discussions or oral, written information.

2.1. Research Place

The place of this research is in sentul village, gading sub-district, probolinggo district, the research focus is directed at 3 people of sentul village rt 06 rw 02 as consumers who often shop at tiktok shop.

2.2. Source (Informant)

In qualitative research, sources have a very important role, not only as respondents but also as those who convey information. Therefore, they are referred to as informants, namely someone who is a source of information or data. In this study, the authors used purposive (taking informants based on objectives).

Researchers use purposive sampling techniques, according to Notoatmodjo (2010) purposive sampling techniques are sampling techniques used in qualitative research, where researchers deliberately select samples based on certain criteria that are relevant to the research objectives. This technique allows researchers to focus on the most informative individuals and can provide deep insight into the problem under study.

2.3. Data collection technique



Qualitative data collection uses three techniques, namely observation, interviews and documentation:

a. Observation

Observation is the most important part of qualitative research. Through observation, researchers are able to see, observe, observe and record everything that is seen or heard in the process of finding information that can be used to draw a conclusion or diagnose a problem. Going to the field and using all five senses is direct observation.

b. Interview

An interview is a strategy of gathering information through discussion between at least two meetings. The questioner is the one who asks the questions and the next party, the interviewee, is the one who provides answers to the questions of the main party. By using this technique or system, researchers conduct direct meetings with the community or local residents.

c. Documentation

Documentation is also part of the information gathering procedure that plays an important role in objective examination. By using this technique, researchers can obtain information not only from people as sources and informants, but also from a variety of author sources and existing documents.

2.4. Data analysis techniques

a. Data Reduction

Data reduction means summarizing, selecting, and focusing on important things. Thus it can make it easier for researchers to do data collection afterwards, if needed.

b. Data Display

After the information is reduced, the next step is to display the information, into the subjective examination. According to Miles and Huberman, "the most frequently displayed information for subjective examination past information is story text". The most commonly involved information displayed in subjective examination is the account text type. It will be easier to understand what happened and plan future work based on what is known by displaying the data.

c. Conclusion Drawing / Verification

The third step in this data analysis according to Miles and Huberman is conclusion drawing and verification. The initial conclusions that appear are still temporary and change if the evidence is strong and able to support the next stage of data collection is not found. However, the conclusions raised at an early stage can be supported by valid and consistent evidence when researchers go to the field to collect data, so the conclusions raised are appropriate conclusions.

3. RESULTS AND DISCUSSION

3.1. Factors influencing consumer purchasing decisions in Sentul village at TikTok shop

a. Relatively cheap prices, good quality goods even at low prices

A relatively low price but good quality goods is an important combination in attracting consumers. Competitive prices with good product quality will increase the perceived value of customers, so they feel they get more benefits from the purchase. In this context, a low price means that consumers do not have to spend much to get the product, while good quality ensures that the product still meets consumer standards or expectations. In other words, although prices are kept as low as possible, manufacturers still maintain the quality of materials, durability, and functionality of the product. "Consumers tend to compare the price with the benefits obtained, and if the quality offered remains high despite the low price, the level of customer satisfaction and loyalty will increase. This means that this strategy not only attracts one-time purchases, but also has the potential to build long-term relationships with customers.

- b. The items you are looking for / items you want are always available in the tiktok shop, and the plus point is that there are recommendations for similar items you want so that the choices are very varied.

The availability of complete items in the tiktok shop is one of the important factors that encourage consumer purchasing decisions. When consumers search for certain items, they almost always find these products with a wide selection of variants, prices, and brands. In addition, the advantage of tiktok shop in providing recommendations for similar items also enriches the shopping experience. With this recommendation feature, consumers are not only fixated on one product choice, but are given other alternatives that may better suit their needs or preferences. This is in accordance with the statements of respondents who said, the items I am looking for or the items I want are always available in the tiktok shop, and the plus point is that there are recommendations for similar items that I want so that the choices are very varied. This feature indirectly increases the likelihood of consumers to make purchases, because they feel more confident, satisfied, and have many options to consider before making a decision. Thus, the diversity of choices and easy access to the desired product is an effective strategy for tiktok shop in encouraging online purchase decisions.

- c. Prices in TikTok online shopping are relatively cheaper than offline shopping / other online playforms
 1. Subsidies and Incentives from Tiktok Shop: Tiktok shop provides large subsidies to sellers in the form of vouchers, shipping discounts, special discounts, and cashback. The goal is to attract more new buyers and increase transactions. Platforms like tiktok shop actively subsidize transactions to accelerate user adoption and loyalty, by offering discounts and free shipping.
 2. Price Competition Strategy (Price War): Because TikTok is still a new player in e-commerce, they are aggressive with the price war strategy. They reduce prices to be cheaper than other platforms (such as shopee or tokopedia). TikTok shop uses a price-based competitive strategy to attract consumers from other platforms, offering products at lower prices to build market share.
 3. Live Selling Models That Lower Costs at Tiktok Shop: Transactions often take place via live streaming. This makes promotion costs much cheaper than traditional advertising or regular marketplaces, so sellers can reduce selling prices. The live commerce system adopted by TikTok allows direct interaction between sellers and buyers, reducing the need for additional marketing costs so that selling prices can be more competitive.
 4. Distribution Chain Reduction Distribution Chain Reduction: Many sellers on tiktok shop are direct manufacturers or small resellers who sell themselves, without a middleman. This cuts out many costs such as distributor fees or physical store rent. The lack of intermediaries in selling products on tiktok shop allows the price of goods to be lower than the traditional retail model.

The TikTok platform always has many discounts, free shipping, cheap return items where further explanation can be seen below:

1. Rebates and Promotions

TikTok often offers discounts on certain products, which makes consumers more interested in buying. This discount is one of the marketing strategies to attract users' attention and encourage impulse buying decisions. Discounts can influence impulse purchases on e-commerce platforms, Discounts or price cuts are often used to attract consumer attention and accelerate purchasing decisions, especially on digital platforms such as TikTok which offer many promotions directly to users.

2. Free Shipping

Free shipping is another powerful incentive. Many online shopping platforms, including TikTok, provide free shipping promotions to attract more consumers. This reduces the cost barrier that is often a deterrent factor to buying products. Free shipping increases customer satisfaction and accelerates purchase decisions. A free shipping policy can be a huge draw, as it can reduce the total cost of purchase and increase the level of customer satisfaction, resulting in faster purchase decisions.

3. Ease of Return

Ease of return also plays an important role. If consumers feel there is a guarantee to get money back or exchange unsuitable items, they are more likely to buy without worry. TikTok as a platform often provides a fairly easy return process, giving consumers a sense of security to make more frequent purchases. An easy return process and no additional fees give consumers a sense of security, which in turn increases customer trust and loyalty to online shopping platforms.

4. Low Price and Good Materials

a. Low Price

Low prices are often considered an attractive factor for consumers because they provide more value or greater purchasing power at a lower cost. Research on the effect of price on purchasing decisions shows that consumers tend to prefer products at affordable prices, especially if the quality is adequate. Low prices can also increase the perception of value by consumers, which encourages purchasing decisions. Affordable prices can give companies a competitive advantage, increase product appeal, and increase sales volume.

b. Good Materials

Good materials or good quality relate to the perception of product quality in the eyes of consumers. Material quality affects durability, performance and user satisfaction. Consumers often choose products with high-quality materials because they are more durable and provide more value in the long run, even though the price may be slightly higher than cheaper products. The quality of a product's materials is one of the main factors that influence customer satisfaction.

4. CONCLUSION

Based on the results of the data analysis, it can be concluded that the digital marketing strategy implemented on the TikTok Shop platform has a positive and significant influence on consumer purchasing decisions. Specifically, three main variables-digital marketing, influencers, and online customer reviews-proved to make significant contributions in influencing product purchase intentions and realizations. Digital marketing, through engaging and interactive content, is an important catalyst in creating visual and emotional appeal to products, while influencer engagement strengthens consumers' credibility and trust in promoted brands. Online customer reviews also act as a form of social proof that reinforces consumer perceptions of product quality and reliability. This research also shows that consumer preferences, especially in Sentul Village, are influenced by a number of factors such as relatively low prices, product availability, ease of platform navigation, and varied product recommendation features. TikTok Shop's advantages over other e-commerce platforms include a competitive subsidy and incentive system, price war strategy, efficient live selling model, and trimming the distribution chain which has a direct impact on reducing selling prices. TikTok Shop also excels in offering various conveniences such as consistent discounts, free shipping, simple

return procedures, and competitive product quality despite being offered at affordable prices. Therefore, the results of this study confirm that TikTok Shop is not only an entertainment platform, but has also evolved into an e-commerce ecosystem that is effective in influencing and driving people's digital consumption behavior, especially in the local consumer segment.

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