

The Influence of Price Perception, Perceived Ease of Use, and Perceived Risk on Consumer Purchasing Decisions on TikTok Shop in Surakarta

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Abstract

This study examines the factors influencing consumer purchasing decisions on TikTok Shop in Surakarta, focusing on price perception, perceived ease of use, and perceived risk. Using a quantitative approach, data were collected from 100 respondents and analyzed through multiple regression analysis, t-tests, and F-tests. The results indicate that price perception ($p = 0.004$) and perceived ease of use ($p = 0.030$) significantly influence purchasing decisions, while perceived risk ($p = 0.000$) has the strongest impact, reflecting consumer concerns about security and product authenticity. The F-test ($p = 0.000$) confirms that all three factors simultaneously affect consumer purchasing behavior. Additionally, the correlation coefficient ($R = 0.729$) indicates a strong relationship between the independent variables and purchasing decisions, while the coefficient of determination ($R^2 = 0.531$) suggests that 53.1% of purchasing decisions are influenced by these variables, with the remaining 46.9% explained by other factors. These findings highlight the necessity for competitive pricing, user-friendly interfaces, and trust-enhancing measures to optimize consumer engagement in social commerce. Future research should explore additional variables such as brand trust, social influence, and digital marketing strategies to provide a more comprehensive understanding of consumer behavior in online marketplaces.

Keywords: *Price Perception, Perceived Ease of Use, Perceived Risk, Consumer Purchasing Decisions, Social Commerce, TikTok Shop*

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INTRODUCTION

The rapid advancement of digital technology has significantly transformed consumer shopping behaviors, providing increased accessibility to online purchasing platforms. Social commerce has emerged as a prominent trend, blending social media interactions with e-commerce functionalities to facilitate seamless transactions (Anggraeni & Madiawati, 2016). Among the various platforms, TikTok Shop has gained substantial traction as a social commerce marketplace that integrates short-video content with direct purchasing options. Initially launched as a social media platform, TikTok has evolved into a key player in online retail, leveraging user-generated content and real-time interactions to enhance consumer engagement (Mardiana, 2023). This transformation has positioned TikTok Shop as a dominant force

in Indonesia's digital commerce landscape, where the platform has become the second-largest market globally in terms of total transactions (Populix, 2022). However, the platform's expansion has also raised regulatory concerns, prompting temporary restrictions in Indonesia under the Ministerial Regulation (Permendag) No. 31 of 2023, which mandated a clear separation between social media and e-commerce operations (Muthiatur, 2024).

Consumer purchasing decisions in digital marketplaces such as TikTok Shop are influenced by multiple factors, with price perception, ease of use, and perceived risk playing pivotal roles. Price perception reflects consumers' subjective evaluation of whether a product's price is reasonable and justified compared to competing alternatives (Chang & Wildt, 2012). Competitive pricing has been shown to be a crucial determinant in shaping consumer purchase intentions, as buyers tend to gravitate toward products that offer the best perceived value (Lee & Lawson-Body, 2011). In highly competitive digital marketplaces, consumers actively compare prices and assess the affordability of products before making purchase decisions. The interplay between pricing strategies and consumer expectations underscores the significance of understanding how price perception impacts purchasing behavior.

Ease of use is another key determinant of consumer purchasing decisions in e-commerce platforms. Consumers are more likely to engage in transactions when they perceive an online platform as user-friendly and requiring minimal effort to navigate (Nurrahmanto, 2015). The Technology Acceptance Model (TAM) postulates that perceived ease of use directly influences an individual's intention to adopt and utilize a technological system (Davis, 2017). In the context of TikTok Shop, user experience is streamlined through an intuitive interface, enabling consumers to browse products, engage with sellers via live-streaming, and complete transactions efficiently. Prior research has established that consumers who perceive online shopping platforms as easy to use exhibit higher purchase intentions and greater satisfaction levels (Wilson et al., 2021). This suggests that optimizing usability and reducing technological barriers can enhance consumer trust and drive higher engagement in digital commerce environments.

While affordability and ease of access enhance consumer engagement, perceived risk remains a critical factor that may deter potential buyers. Perceived risk encompasses concerns related to product quality, data security, financial loss, and overall trustworthiness of online transactions (Suryani, 2008). In e-commerce settings, consumers often experience uncertainty regarding product authenticity, potential fraudulent activities, and delayed deliveries, all of which contribute to perceived risk (Rosalia & Ellyawati, 2019). Several studies indicate that high perceived risk negatively affects online purchase intentions, as consumers are more cautious when transacting through unfamiliar or unregulated digital platforms (Arofah, 2016). The implementation of secure payment systems, transparent return policies, and verified seller mechanisms can mitigate perceived risk and foster consumer confidence in digital marketplaces.

Indonesia, with a population exceeding 500,000 in Surakarta alone, represents a dynamic market for online retail, driven by increasing digital adoption and economic growth (BPS Surakarta, 2022). Previous research on consumer behavior in e-commerce highlights the interconnection between price perception, ease of use, and perceived risk in influencing purchasing decisions. For instance, studies on GoFood consumers in Semarang found that perceived benefits, ease of use, and perceived risk significantly

impact purchase decisions, with consumer trust acting as a mediating factor (Widhiaswara & Soesanto, 2020). Similarly, research on consumer behavior in Lazada's e-commerce platform confirmed that perceived ease of use and risk perception substantially affect purchase behavior (Novitasari & Hidayati, 2023). These findings underscore the necessity of examining how these variables operate within the rapidly expanding TikTok Shop ecosystem.

Given the evolving landscape of digital commerce and the unique regulatory challenges faced by TikTok Shop in Indonesia, further investigation is warranted to assess the impact of price perception, ease of use, and perceived risk on consumer purchasing decisions. This study aims to contribute to the existing literature by providing empirical insights into consumer behavior within social commerce platforms. Understanding these factors is essential for businesses seeking to optimize their digital marketing strategies, enhance customer experiences, and drive sustainable growth in competitive online retail environments.

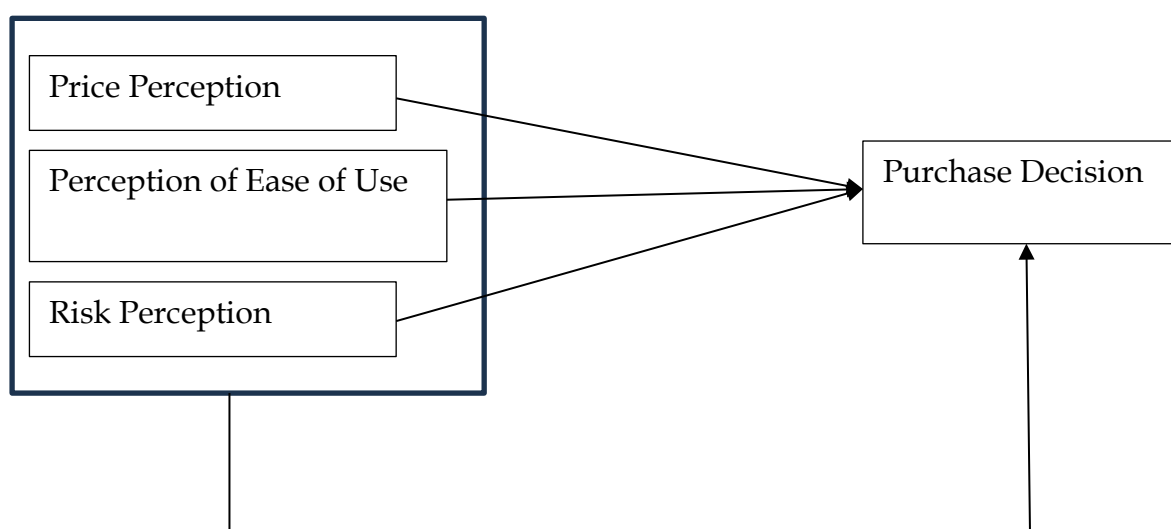


Figure 1: Framework

METHODS

This study employs a quantitative research approach to analyze the impact of price perception, perceived ease of use, and perceived risk on consumer purchasing decisions in TikTok Shop within Surakarta. Quantitative methods facilitate the systematic examination of relationships between independent variables and consumer behavior through numerical data analysis (Sugiyono, 2016). The population consists of Surakarta residents aged 15 to 64, totaling 370,362 individuals, as reported by BPS Surakarta (2022). Due to the impracticality of surveying the entire population, a sample of 100 respondents was determined using Slovin's formula, ensuring a representative subset for statistical analysis (Priyono, 2008). Primary data collection was conducted through structured questionnaires, designed to capture consumers' perceptions of price, ease of use, and risk when making purchases via TikTok Shop. Respondents rated their experiences using a Likert scale, a widely used measurement tool in consumer behavior research, which allows for the quantification of attitudes and perceptions (Sugiyono, 2019). Additionally, secondary data were collected from academic literature, industry reports, and official statistics, ensuring that theoretical frameworks align with empirical findings (Ghozali, 2018).

To ensure data validity and reliability, various statistical tests were employed. Validity tests assessed whether questionnaire items accurately measured the intended constructs, with a significance threshold of ≤ 0.05 , as per Ghozali (2016). Reliability was evaluated using Cronbach's Alpha, with a coefficient >0.60 indicating acceptable internal consistency (Ghozali, 2016). The study further applied classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, to confirm the appropriateness of multiple regression analysis. The multiple linear regression model was utilized to determine the extent to which independent variables influence purchasing decisions, expressed as $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$, where Y represents purchasing decisions, X_1 , X_2 , and X_3 denote price perception, perceived ease of use, and perceived risk, respectively, while e accounts for error terms (Ghozali, 2018). Hypothesis testing was conducted using t-tests for partial effects and F-tests for simultaneous effects, ensuring statistical rigor in evaluating the relationships between variables (Sugiyono, 2019). The study's findings contribute to the broader discourse on consumer behavior in social commerce, offering empirical evidence to guide digital marketplace strategies and policy formulations.

RESULTS AND DISCUSSION

TikTok Shop has emerged as a transformative platform in the digital commerce landscape, offering users a seamless shopping experience integrated within a social media application. Introduced in collaboration with Shopify in 2021, TikTok Shop rapidly gained traction in Indonesia, becoming the second-largest market globally in terms of transaction volume, particularly in the beauty and personal care sectors (Kompas, 2023). However, despite its success, the platform has faced regulatory challenges, with concerns raised over its potential to disrupt small and medium-sized enterprises (SMEs) by intensifying competition with lower-priced imported goods (Prastiwi, 2023). In response, the Indonesian government enforced Ministerial Regulation No. 31 of 2023, leading to a temporary closure of TikTok Shop on October 4, 2023. The platform was later reinstated on December 12, 2023, following a strategic partnership with Tokopedia, enabling compliance with e-commerce regulations while maintaining its presence in the Indonesian market (Muthiatur, 2024).

Consumer demographics play a crucial role in shaping purchasing behaviors on TikTok Shop. The study sample, comprising 100 respondents from Surakarta, revealed that the majority of consumers were female (68%), with a predominant age group of 15–19 years (33%), indicating a strong presence of younger users engaged in digital shopping (BPS Surakarta, 2022). Additionally, the data highlighted that students and university attendees constituted the largest occupational segment (42%), further reinforcing the appeal of TikTok Shop among tech-savvy, price-sensitive demographics. This consumer profile aligns with prior findings on digital commerce adoption, where younger users exhibit higher engagement in social commerce due to ease of use, affordability, and accessibility (Dewa & Safitri, 2021). The insights derived from this demographic analysis provide valuable context for understanding the influence of price perception, ease of use, and perceived risk in shaping consumer purchasing decisions in emerging digital marketplaces.

The research instrument testing process involved validity and reliability assessments to ensure the accuracy and consistency of the measurement tools used in analyzing price perception, perceived ease of use, perceived risk, and purchasing decisions. The validity test, conducted using SPSS version 25.0, demonstrated that all

questionnaire items were valid, with significance values of $p < 0.05$, confirming their appropriateness for measuring the intended variables (Ghozali, 2011). Reliability analysis, using Cronbach's Alpha, indicated that all constructs surpassed the threshold of 0.60, affirming the internal consistency of the instrument (Ghozali, 2018). Classical assumption tests further validated the robustness of the regression model. The Kolmogorov-Smirnov test confirmed that the residuals were normally distributed with a significance level above 0.05, ensuring the model met normality assumptions. Multicollinearity testing, based on Variance Inflation Factor (VIF) values below 10 and tolerance levels exceeding 0.10, indicated the absence of multicollinearity concerns. Additionally, heteroskedasticity testing revealed that all independent variables exhibited significance values above 0.05, confirming that the regression model was free from heteroskedasticity issues (Ghozali, 2018). These findings collectively establish the validity, reliability, and suitability of the dataset for further statistical analysis, reinforcing the credibility of the study's results.

Table 1. Multiple Regression Analysis

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	2.186	1.325		1.650
	Persepsi Harga	.298	.100	.278	2.976
	Persepsi Kemudahan	.166	.075	.174	2.200
	Persepsi Resiko	.321	.071	.417	4.501

a. Dependent Variable: Keputusan Pembelian

The results of the multiple regression analysis reveal the influence of price perception, perceived ease of use, and perceived risk on consumer purchasing decisions in TikTok Shop, as represented by the regression equation $Y = 2.186 + 0.298X_1 + 0.166X_2 + 0.321X_3$. The constant value of 2.186 indicates that even in the absence of the independent variables—price perception (X_1), perceived ease of use (X_2), and perceived risk (X_3)—the baseline consumer purchasing decision remains at 2.186 units. The coefficient for price perception (0.298) suggests that an increase of one unit in price perception leads to a 0.298 unit increase in purchasing decisions, assuming other factors remain unchanged. This finding aligns with previous studies demonstrating that competitive pricing plays a crucial role in consumer purchase intention by enhancing perceived value (Chang & Wildt, 2012). Similarly, perceived ease of use (0.166) has a significant but relatively lower impact on purchasing decisions, implying that user-friendly navigation and effortless transactions contribute positively, albeit to a lesser extent than price perception (Davis, 2017). The strongest influence is observed in perceived risk (0.321), where a one-unit increase corresponds to a 0.321 unit rise in purchasing decisions, suggesting that reducing risks—such as fraud concerns and product quality uncertainty—significantly boosts consumer confidence and purchase likelihood (Rosalia & Ellyawati, 2019). These results underscore the necessity for digital commerce platforms to prioritize transparent pricing, seamless usability, and robust security measures to enhance consumer trust and encourage transactions in social commerce environments.

The results of the t-test (partial test) demonstrate the significant individual influence of price perception (X_1), perceived ease of use (X_2), and perceived risk (X_3)

on consumer purchasing decisions (Y) in TikTok Shop in Surakarta. The regression equation $Y = 2.186 + 0.298X_1 + 0.166X_2 + 0.321X_3$ indicates that in the absence of these independent variables, purchasing decisions remain at 2.186 units. The significance test for price perception resulted in a p-value of 0.004 (<0.05), confirming that H1 is accepted, meaning that price perception has a significant positive impact on purchasing decisions. This aligns with previous research highlighting that consumers perceive price as a critical factor in evaluating product value and affordability (Chang & Wildt, 2012). Similarly, the perceived ease of use variable yielded a significance value of 0.030 (<0.05), supporting the acceptance of H2, indicating that the ease of navigating and interacting with the platform significantly influences purchase intention (Davis, 2017). The perceived risk variable exhibited the strongest effect, with a coefficient of 0.321 and a p-value of 0.000 (<0.05), confirming H3 and suggesting that reduced consumer uncertainty regarding fraud, data security, and product authenticity enhances purchasing decisions (Rosalia & Ellyawati, 2019). These findings underscore the necessity for social commerce platforms to adopt competitive pricing strategies, improve user interface efficiency, and establish robust security measures to optimize consumer trust and drive purchasing behaviors.

Table 2. F-test

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.186	1.325		1.650	.102
	Persepsi Harga	.298	.100	.278	2.976	.004
	Persepsi Kemudahan	.166	.075	.174	2.200	.030
	Persepsi Resiko	.321	.071	.417	4.501	.000

a. Dependent Variable: Keputusan Pembelian

The results of the F-test (simultaneous test) indicate that price perception (X1), perceived ease of use (X2), and perceived risk (X3) collectively exert a significant influence on consumer purchasing decisions (Y) in TikTok Shop in Surakarta. The ANOVA test yielded an F-statistic value of 36.273 with a significance level of 0.000 (<0.05), confirming that the combined effect of the independent variables is statistically significant (Ghozali, 2016). This finding supports H4, demonstrating that these three factors, when analyzed together, contribute substantially to variations in consumer decision-making. The high sum of squares for regression (200.037) relative to the residual variance (176.473) suggests that the model effectively explains purchasing behavior within the social commerce context. Prior studies emphasize that digital marketplace success depends on an integrated approach, where competitive pricing, intuitive platform usability, and risk mitigation strategies work in unison to foster consumer confidence and drive higher engagement (Chang & Wildt, 2012; Davis, 2017; Rosalia & Ellyawati, 2019). The significant F-test result underscores the necessity for e-commerce platforms like TikTok Shop to adopt a holistic strategy, ensuring price competitiveness, seamless user experience, and stringent security measures to enhance consumer trust and maximize purchasing intent.

This study examines the factors influencing consumer purchasing decisions on TikTok Shop in Surakarta, focusing on price perception, perceived ease of use, and perceived risk. The results of the t-test confirm that price perception significantly

influences purchasing decisions, with a p-value of 0.004 (<0.05), leading to the acceptance of H1. This finding aligns with previous research by Muhammad (2023), which demonstrated that price perception significantly affects purchasing decisions in digital subscription services such as Netflix. Similarly, the study reveals that perceived ease of use also plays a significant role, as indicated by a p-value of 0.030 (<0.05), supporting H2. These results are consistent with findings by Novitasari & Hidayati (2023), who identified that ease of use enhances consumer trust and facilitates purchasing decisions in e-commerce platforms like Lazada. Additionally, the study by Widhiaswara & Soesanto (2020) confirmed that perceived ease of use positively influences purchasing decisions in online food delivery services, further validating the role of digital platform usability in consumer behavior.

The study also identifies perceived risk as the most influential factor, with a p-value of 0.000 (<0.05), leading to the acceptance of H3. This result supports prior findings by Bawono (2021), who demonstrated that perceived risk significantly impacts purchasing decisions in e-commerce platforms such as Traveloka. Similarly, research by Mu'minin et al. (2021) highlighted that perceived risk influences online purchasing behavior, particularly among consumers buying fashion products through social media platforms. The F-test (simultaneous test) further confirms that price perception, perceived ease of use, and perceived risk collectively exert a significant effect on purchasing decisions, with an F-statistic significance of 0.000 (<0.05), leading to the acceptance of H4. This result underscores the integrated role of multiple factors in shaping consumer behavior, reinforcing the importance of combining competitive pricing, seamless usability, and trust-enhancing measures to optimize digital commerce engagement.

The study's correlation coefficient ($R = 0.729$) indicates a strong relationship between the independent variables and purchasing decisions, suggesting that price perception, perceived ease of use, and perceived risk collectively exert a substantial impact. Furthermore, the coefficient of determination ($R^2 = 0.531$) suggests that 53.1% of purchasing decisions are influenced by these three variables, while the remaining 46.9% is attributed to other factors not included in this study. These findings highlight the complex nature of consumer behavior in digital commerce and emphasize the need for businesses to adopt a comprehensive approach in managing pricing strategies, user experience design, and risk mitigation policies. Future research should explore additional variables such as brand trust, social influence, and promotional strategies to gain a more holistic understanding of consumer decision-making in social commerce platforms like TikTok Shop.

CONCLUSION

This study concludes that price perception, perceived ease of use, and perceived risk significantly influence consumer purchasing decisions on TikTok Shop in Surakarta, both individually and collectively. The t-test results confirm that price perception ($p = 0.004$) and perceived ease of use ($p = 0.030$) have a significant positive impact, while perceived risk ($p = 0.000$) exhibits the strongest influence, highlighting consumer concerns over transaction security and product authenticity. The F-test ($p = 0.000$) further confirms that these factors simultaneously shape purchasing behavior, emphasizing their interconnected role in digital commerce. The correlation coefficient ($R = 0.729$) indicates a strong relationship between the independent variables and purchasing decisions, while the coefficient of determination ($R^2 = 0.531$) suggests that

53.1% of purchasing decisions are influenced by these variables, with the remaining 46.9% attributed to other factors. These findings reinforce the importance of competitive pricing, user-friendly interfaces, and trust-enhancing strategies for social commerce platforms. Future research should explore additional factors such as brand trust, social influence, and digital marketing strategies to gain a more comprehensive understanding of consumer behavior in evolving e-commerce environments.

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