Influence of Product Quality on Purchase Decisions via TikTok Shop: A Conceptual Framework

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Abstract

This study aims to analyze the effect of product quality on consumer purchasing decisions on Sattka Basic products through the TikTok Shop platform, with a focus on students of the Economics and Administration Study Program at Universitas Negeri Jakarta. In today's digital era, social media platforms such as TikTok not only function as entertainment media, but also become effective marketing tools. Product quality is an important factor that influences purchasing decisions, as consumers tend to choose products that meet their needs and expectations. Sattka Basic's flagship products, such as the Airflow Kaos Pashmina, are known for their cool, soft, non-slip and functional materials, making them a favorite choice of consumers. This research is expected to prove that product quality plays an important role in influencing student purchasing decisions, as well as providing insight for businesses in formulating more effective marketing strategies through TikTok Shop. The results of this study can also contribute to studies related to consumer behavior in the digital era.

Keywords: product quality; purchase decisions; tiktokshop; sattka basic

1. Introduction

In recent years, the development of digital technology has brought significant changes in the way companies market and sell their products. One platform that has drastically increased in popularity is TikTok, a short video-based application that currently serves not only as an entertainment medium but also as a powerful marketing tool. According to Sadiki & Dwiyanti (2021) With short videos, consumers will use the platform as a source of information that describes a product or service (Sadiki & Dwiyanti, 2021). TikTok Shop, TikTok's in-app shopping feature, provides an opportunity for brands to sell their products directly to consumers, combining entertainment with commercial transactions.

This phenomenon has created a new ecosystem in the world of e-commerce, allowing brands to reach a wider audience in a more interactive and personalized way. In 2022, the majority of Populix's survey respondents from across Indonesia reported using social commerce with clothing as the highest purchase category and Tiktok Shop as the most used platform. Sattka Basic products have become one of the local brands that successfully market their products through the TikTok Shop platform, especially among students.

One of the factors that make this product desirable is the combination of superior product quality and affordable prices. Excellent products such as the Airflow Kaos Pashmina come as a solution for consumers who are looking for a pashmina that is comfortable and easy to wear everyday. This pashmina is made of cool, soft, non-slip t-shirt material, and can adjust the shape of the face, making it functional as well as fashionable. With this superior product quality, the pashmina provides maximum comfort, making it a favorite choice for consumers.

The decision to purchase a product is usually influenced by various factors, one of which is product quality. According to Kotler and Keller (2016), quality refers to the overall features and characteristics of a product or service that depend on its ability to meet stated or implicit needs. In making purchasing decisions, consumers tend to choose products with high quality. Based on the opinion of Widjaja, Yani Restiani (2017), product quality is one of the key factors that influence the level of consumer satisfaction after purchasing and using the product. If the company is able to provide products with excellent quality, this will have the potential to create consumer loyalty.

Sattka Basic has successfully attracted consumers through superior product quality and affordable prices. However, there is still a need for research that specifically examines the extent to which product quality influences consumer purchasing decisions, especially in the context of social e-commerce platforms such as TikTok Shop. This research is important to understand the key factors that drive consumers, especially university students, to choose certain products amid increasingly fierce market competition. In addition, this study can also provide relevant insights for local businesses in designing effective marketing strategies based on product quality.

In summary, the aim of this study is to investigate the issues and concepts related to the two variables, which will aid in the development of a conceptual framework. Additionally, this

research seeks to explore the process of creating a conceptual framework that examines the relationship between product quality and purchasing decisions for Sattka Basic products among students in the Economics and Administration Study Program at the Universitas Negeri Jakarta. Consequently, the structure of this paper is organized as follows: First, the potential research problems concerning product quality and purchasing decisions will be discussed. This section aims to identify and outline the key issues that may arise in the context of these two variables, setting the stage for a deeper exploration. Next, a comprehensive review of previous literature on the concepts of product quality and purchasing decisions will be presented. This will provide a foundation for understanding the definitions, theories, and frameworks that have shaped research in this area. Following this, a detailed examination of existing studies on the relationship between product quality and purchasing decisions will be included, highlighting key findings and gaps in the current body of knowledge. Finally, the construction of the relationship between product quality and purchasing decisions will be addressed in this study, offering insights into how these two factors are interconnected and their impact on consumer behavior.

2. Problem Related to The Influence of Product Quality and Purchase Decisions

Good product quality tends to increase consumer interest and purchase decisions. Sattka Basic products that have good performance, high durability and attractive design can increase student satisfaction and encourage purchasing decisions at Tiktok Shop.

Research by Rina and Agustina (2020) in the Journal of Management states that high product quality has a significant effect on consumer purchasing decisions. They found that consumers tend to prefer products that have good quality, which includes aspects of durability, functionality, and design. This research provides valuable insight into the importance of product quality in attracting consumer attention, including students who are the target of Sattka Basic products.

Although previous research such as that conducted by Rina and Agustina (2020) in the Journal of Management has shown that product quality has a significant effect on consumer purchasing decisions, the research focuses on products and contexts that are different from Sattka Basic products. This study examines the relationship between product quality and purchasing decisions in a particular industry, but there is no research that specifically examines the effect of Sattka Basic product quality, especially in the context of TikTok Shop and students at Universitas Negeri Jakarta as the target market.

Therefore, this study is unique because it raises a different context by specializing in local fashion products marketed through digital platforms such as TikTok, as well as examining consumers from students who have different purchasing behaviors from the general population. This research is expected to fill the gap of previous research by presenting more relevant data regarding the effect of product quality on purchasing decisions in more specific segments and platforms.

3. Product Quality

Product quality is the product's ability to meet or exceed consumer expectations. According to Kotler and Keller, product quality includes various dimensions, such as durability, feature, performance, aesthetics and conformity to standards. The higher the product quality, the higher the likelihood of consumers making purchases (Kotler, P., & Keller, 2016). Product quality is a very important factor in making purchasing decisions. Consumers tend to look for quality products in any aspect. Good product quality will create customer satisfaction, form a positive image of the brand and build long-term customer loyalty. The following are dimensions or indicators of product quality according to Tjiptono (Tjiptono, 2012), among others:

1. Performance;
2. Additional features;
3. Reliability;
4. Durability;
5. Conformance to specifications;
6. Serviceability
7. Aesthetics;
8. Perceived quality.

Factors that affect product quality include: 1. Market, 2. Money, 3. Management, 4. Men, 5. Motivation, 6. Material, 7. Machine and mecanization, 8. Modern information methods, 9. Mounting product requirements.

Product quality has a significant influence on purchasing decisions. Research by Mardiana and Yanti (2020) shows that high product quality not only increases consumer satisfaction, but also affects loyalty and future purchasing decisions. Consumers who are satisfied with product quality tend to recommend it to others, which can increase sales of the product. This is particularly relevant for Sattka Basic products, sold through TikTok Shop, where recommendations from other users can influence consumer purchasing decisions.

In the digital era, where many consumers make purchases through online platforms such as TikTok Shop, the dimension of product quality is becoming increasingly important. According to Setiawan (2021), in an e-commerce environment, consumers cannot feel or see the product directly before buying.

4. Purchase Decisions

The purchase decision is the process that consumers go through to choose and buy a product. According to Kotler and Keller (2016), this process includes several stages: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. In the context of students, this decision is influenced by various factors, including product quality and price.

There are various types of buying decision behaviors, with the complexity of the decision often correlating to the number of parties involved and the level of consideration required. According to Kotler and Keller, these behaviors can be categorized into four types:

1. **Complex Buying Behavior**
   Consumers engage in complex buying behavior when they are highly involved in the purchasing process and recognize significant differences among various brands.
2. **Dissonance-Reducing Buying Behavior**
   In some cases, consumers are engaged in the purchase but perceive minimal differences between brands.
3. **Habitual Buying Behavior**
   Many purchases occur with low consumer involvement, where there are no considerable distinctions between brands.
4. **Variety-Seeking Buying Behavior**
   Certain purchasing situations feature low consumer involvement but clear differences among brands, leading to brand switching for the sake of variety rather than due to dissatisfaction.

This indicates that various purchasing decision behaviors exist, each influenced by factors such as habits, brand perceptions, situational contexts, and product variations. Additionally, Kotler and Keller identify six indicators that inform consumer purchasing decisions:

1. **Product Choice**
   Consumers decide whether to purchase a product or allocate their funds elsewhere.
2. **Brand Choice**
   Consumers must choose which brand to purchase.
3. **Dealer Choice**
   Consumers decide which retailer or dealer they will patronize.
4. **Purchase Amount**
   Consumers determine how much of a product they will buy in one transaction.
5. **Purchase Timing**
   Consumers have varying preferences regarding the timing of their purchases.
6. **Payment method**
   Consumers can make decisions about the payment methods that will be made in making decisions to use products and services.

5. The Influence Between Product Quality and Purchase Decisions

High product quality generally has a major impact on consumer interest and purchase decisions. Sattka Basic products, known for their good performance, high durability, and attractive design, are effectively able to increase consumer satisfaction, especially among university students. This provides a significant boost to purchase decisions, especially when the products are marketed through platforms such as TikTok Shop. This platform offers a more interactive and personalized approach in introducing products, making it more attractive to consumers.

Research conducted by Andi S, Asdi, and M. Hidayat (2023) supports this, where the results of their hypothesis testing show that product quality (X) has a positive and significant influence on purchasing decisions (Y). This means that the better the quality of a product, the

more likely consumers are to decide to buy. The case example in the study is a coffee drink product at Warkop Bundu Balai Aroeppala. In this context, it is evident that improved product quality is significantly able to increase consumer purchasing decisions.

Product quality consists of several key dimensions that play an important role, such as, *"performance"* which measures the extent to which the product fulfills its function, *"reliability"* which ensures product consistency and durability, and *"aesthetics"* which relates to the visual appeal and design of the product. In addition, *"additional features"* and *"durability"* are also important factors in influencing consumers' perception of quality. The research confirms the importance of quality as one of the key factors in influencing purchase decisions, and this applies across industries, including fashion products such as Sattka Basic. Thus, good product quality can not only attract consumers' attention, but also increase their loyalty and satisfaction in the long run.

6. The Conceptual Framework: Product Quality and Purchasing Decisions

Based on the empirical findings from previous research, it can be concluded that product quality has a notable and positive influence on purchasing decisions. This study, therefore, introduces a conceptual framework to investigate the relationship between product quality and purchasing decisions. This framework is grounded in a thorough literature review, positioning product quality as the independent variable and purchasing decisions as the dependent variable. Future empirical research can build upon this conceptual framework developed herein. The theoretical framework concerning product quality is adapted from Kotler and Keller, encompassing several dimensions, including durability, features, performance, aesthetics, and adherence to standards. As product quality increases, so does the likelihood of consumer purchases (Kotler & Keller, 2016). Similarly, the theoretical framework for purchasing decisions is also drawn from Kotler and Keller (2016), outlining a process that involves multiple stages: recognizing a problem, conducting information searches, evaluating alternatives, making a purchase decision, and engaging in post-purchase behavior.

The prior literature review indicates a significant and positive correlation between product quality and purchasing decisions. The previous section has thoroughly discussed the relationship between the independent variable (product quality) and the dependent variable (purchase decision), offering insights into how product quality can shape consumer choices. Consequently, the theories related to product quality and purchasing decisions identified through a review of past studies and relevant literature establish the foundation for this study's framework.

This conceptual model serves as a theoretical foundation for exploring the impact of product quality on purchasing decisions specifically for Sattka Basic products among students in the Economics and Administration Study Program at the Universitas Negeri Jakarta. The conceptual framework illustrated in Figure 1 indicates that product quality is a crucial factor that directly influences purchasing decisions.

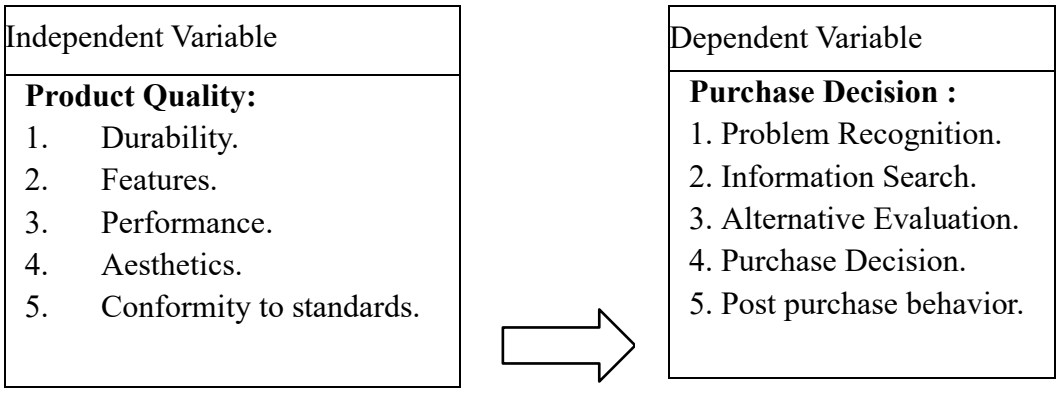

Fig 1. A Conceptual Framework of The Influence of Product Quality on Purchase Decisions for Sattka Basic Products through TikTok Shop for Students of Economics and Administration Study Program, Universitas Negeri Jakarta.

7. Conclusion

This study highlights the significant role of product quality in influencing consumer purchasing decisions, particularly in the context of Sattka Basic products sold through TikTok Shop. As demonstrated through prior research and theoretical frameworks, higher product quality measured across dimensions such as performance, durability, aesthetics, and additional features can have a profound positive effect on consumer choices. For university students, especially those from the Economics and Administration Study Program at the Universitas Negeri Jakarta, these quality aspects are crucial in shaping their purchasing behavior.

The results from this study are expected to confirm the hypothesis that superior product quality leads to increased purchasing decisions, reinforcing the value of creating and marketing high- quality products. This research contributes to the broader understanding of consumer behavior in the digital age and provides practical insights for businesses on how to leverage product quality as a key differentiator in competitive online markets like TikTok Shop. In conclusion, ensuring excellent product quality is a pivotal strategy for driving consumer satisfaction, loyalty, and ultimately, purchase decisions.

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