

The Effect of Price and Service Quality on Purchase Decisions on Social Commerce Tiktok Shop (Study on the People of Lhokseumawe City)

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ABSTRACT

The phenomenon that occurs shows that most residents of Lhokseumawe City prefer online shopping through TikTok Shop social commerce compared to other online shopping platforms. This statement is reinforced by the results of the pre-survey, the results of which are that many of them decided to buy from the TikTok Shop social commerce, and for many people, the price offered and the quality of service provided are the reasons they buy at the TikTok Shop social commerce. This study aims to see how the effect of price and service quality on purchasing decisions on social commerce TikTok shop Community in Lhokseumawe. This study uses descriptive quantitative research methods using non probability sampling and obtained 100 respondents as a research sample obtained from the lameshow formula. The data analysis method used in this research is multiple linear regression analysis, instrument test, classical assumption test and hypothesis testing and the coefficient of determination with the help of the SPSS 26.0 software program. The results showed that partially the price and service quality variables had a positive and significant effect on purchasing decisions. With a sig.value for the price variable of (0.000 <0.05) and the service quality variable of (0.010 <0.05). Meanwhile, simultaneously price and service quality have a significant effect on purchasing decisions with a significance value of (0.000 <0.05).

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INTRODUCTION

In this study, the researcher focused on one of the social media that is widely used in Indonesia, namely the TikTok application. In general, TikTok is an application used to create and share videos of user creativity, but currently TikTok provides a new feature, namely TikTok Shop, which is used as a process for buying and selling products online. With this, TikTok can be called social commerce. Social commerce is the process of buying and selling products and services directly through social media, users can carry out the process of shopping activities through the social media used without having to switch applications. Currently, people are using smartphones more and social media is one of the places to spend their time. So that

The buying and selling process will be easier to carry out the shopping process and get the desired product or service easily, practically and effectively. With this new feature, it is able to provide a huge opportunity in the running of the business. TikTok Shop provides many types of products, ranging from

makeup products, fashion, kitchen, and even products needed in daily life at relatively affordable prices (Arif, 2020).

The purchase decision is a stage in the buyer's decision-making process, which is when the consumer actually buys the product. According to Private and Irawan (2008), purchasing decisions are consumers' perception of product wants and needs by analyzing available sources, setting purchase goals, and identifying alternatives in such a way that purchasing decision makers are followed by post-purchase behavior. Meanwhile, according to Schiffman and Kanuk (2004), a purchase decision is interpreted as the choice of an action between two or more alternative options. There are several factors that can affect a purchase decision, including price and service quality.

Price is an exchange rate that allows a person or group to compare money or other goods with the benefits of a good or service at a specific time and place. According to Tjiptono (2015), price is a marketing mix that brings revenue to the company. According to Kotler and Keller (2014), price is the amount of money charged for a certain product. The industry sets prices in a variety of ways. In large companies, division managers and product line managers are usually responsible for pricing. Meanwhile, according to Untoro (2010), price is the ability of a good or service to be expressed in money.

Service quality or service definition focuses on the ability to satisfy customer needs and wants and the accuracy of delivery to meet customer expectations. If the service meets expectations, the quality of service is considered good and good. If the service provided exceeds customer expectations, then the quality of service is considered good quality. According to Kotler and Keller (2016), service quality, or service model, describes consumer conditions based on previous experience as expectations of service. According to Tjiptono (2014), service quality focuses on fulfilling customer needs and desires as well as timely delivery to meet customer expectations. Meanwhile, according to Kasmir (2017), service quality or service is the performance or actions of a person or organization whose goal is to provide satisfaction to customers.

Service quality is the most important thing to maintain the company's excellence, good service quality affects the quality of the company. The quality of a company's service is said to be good if consumers are satisfied with the services provided. Consumer satisfaction, satisfaction of needs, ease and ease of use according to consumer expectations. The focus of this research is on the quality of TikTok Shop services because the TikTok Shop feature is still something new in the online buying and selling process (Nisa and Wardhana, 2023).

According to a pre-survey, research obtained from 50 respondents was taken from the people of Lhokseumawe City. The results obtained were obtained in accordance with the phenomenon found during observation, which showed that most residents of Lhokseumawe City preferred online shopping through TikTok Shop social commerce compared to other online shopping platforms. This statement is reinforced by the results of the pre-survey above, the results of which many of them decide to buy from TikTok Shop social commerce, and for many people, the prices offered and the quality of services provided are their reasons to buy from TikTok Shop social commerce.

Based on the background description above, the author is interested in conducting more in-depth research related to "The Influence of Price and Service Quality on Purchase Decisions on Social Commerce Tiktok Shop in the Community of Lhokseumawe City."

LITERATURE REVIEW

Business Administration

Business administration is the process of managing a business or non-profit organization to remain stable and continue to grow. It consists of several areas ranging from operations to administration. There are many different roles involved in running a business, including business support, office managers, and CEOs. The main business areas are operations, logistics, marketing, economics, human resources (HR) and management. A system administrator oversees these parts of the organization to ensure that they are all working well and efficiently individually, and that they are all working together to benefit the business. He can also find ways to make his department more profitable by frequently delegating tasks to employees in the department. Large companies typically have at least one manager for each region.

Price Definition

Price is an exchange rate that allows a person or group to compare money or other goods with the benefits of a good or service at a specific time and place. The word price is used to give monetary value to a product or service. Generally, the term price is used in the sense of a nominal number, which is a number that refers to a monetary price that represents the high or low quality value of a good or service (<https://id.wikipedia.org>, accessed on June 25, 2024). According to Tjiptono (2015), price is a marketing mix that generates profits or revenue for the company. According to Kotler and Keller (2014), price is the amount

of money paid for a certain product. Industries set prices in different ways. In large companies, department managers and product line managers are the norm in compensation. Cost according to Untoro (2010), cost is expressed in the form of money as the capacity of a good or service.

Definition of Purchase Decision

The purchase decision is a stage in the buyer's decision-making process, which is when the consumer actually buys the product. Once consumers have identified the problem, they search for information about a particular product or brand and evaluate how well each option can solve their problem, which then leads to a purchase decision (<https://repositori.uma.ac.id>, accessed June 25, 2024). According to Kotler and Armstrong (2008), the purchase decision is product selection, brand selection, retailer selection, product purchase quantity, product purchase time, and purchase method. According to Private and Irawan (2008), purchasing decisions are consumers' understanding of product wants and needs by analyzing available sources, setting purchase goals, and identifying alternatives in such a way that purchasing decision makers include purchasing behavior.

Definition of Service Quality

Service quality or service definition focuses on the ability to satisfy customer needs and wants and the accuracy of delivery to meet customer expectations. If the service meets expectations, the quality of service is considered good and good. If the service provided exceeds customer expectations, then the quality of service is considered good quality. On the other hand, if the service received is lower than expected, it is considered poor service quality. Therefore, the quality of service depends on the ability of the service provider to meet customer expectations (<https://repository.ump.ac.id>, accessed July 9, 2024). According to Kotler and

Keller (2016), service quality or service model describes customer characteristics in the form of expectations for services based on past experience. According to Tjiptono (2014), service quality focuses on activities to satisfy customer needs and desires as well as the accuracy of delivery to meet customer expectations. Currently, according to Kasmir (2017), service quality is the actions and activities of people or organizations that aim to satisfy customers. Based on the above definition, the author concludes that service quality is a condition that must be met by the company to meet consumer expectations.

METHOD

This research is located in Lhokseumawe City. The object studied was the people of Lhokseumawe City, Aceh. The reason the researcher took this location is because the researcher sees that many people in Lhokseumawe City make purchases through TikTok Shop social commerce rather than other social commerce. This research was conducted for 6 (six) months starting from January 2024. The approach used in this study is a quantitative approach with a type of descriptive research on the influence of price, service quality and purchase decisions on "TikTok Shop" in Lhokseumawe City. The sample obtained was 96 people from Lhokseumawe City. The technique used in this study is simple regression analysis. Multiple linear regression is used only for more than one independent variable and one bound variable. The data obtained from the respondents' answers will be processed using the SPSS (Statistical Package for Social Science) Program Version 25.

RESULTS

Validity testing was carried out using the product moment correlation technique by correlating each indicator score with the total variable indicator score. The variable can be said to be valid if the mean r -count > 0.195 and it is said to be invalid if the r -count < 0.195 (with the number of respondents as many as 100 and $\alpha = 0.05$).

Price (X1)

Table 1. Price Validity Test Results (X1)

Statement Items	r-count	r-table	Result
1	0,899	0,195	Valid
2	0,832	0,195	Valid
3	0,865	0,195	Valid
4	0,827	0,195	Valid

Source : Data Processed by Researchers (2024)

Quality of service (X2)

Table 2. Service Quality Validity Test Results (X2)

Statement Items	r-count	r-table	Result
1	0,819	0,195	Valid
2	0,839	0,195	Valid
3	0,897	0,195	Valid
4	0,896	0,195	Valid
5	0,884	0,195	Valid

Source: Data Dilah Researcher (2024)

Purchase Decision (Y)

Table 3. Results of the Purchase Decision Validity Test (Y)

Statement Items	r-count	r-table	Result
1	0,915	0,195	Valid
2	0,915	0,195	Valid
3	0,869	0,195	Valid
4	0,877	0,195	Valid
5	0,905	0,195	Valid
6	0,898	0,195	Valid

Source: Data Processed by Researchers (2024)

Reliability Test

Table 4. Data Reliability Test Results

Instruments	Reliability (Alpha)	Item	Information
Price (X1)	0,892	4	Reliabel
Quality of service (X2)	0,916	5	Reliabel
Purchase Decision(Y)	0,951	6	Reliabel

Source: Data Processed by Researchers (2024)

Data Normality Test**Table 5. Table One-Sample Kolmogorov Smirnov**

One-Sample Kolmogorov-Smirnov Test			Unstandardize d Residual
N			100
Normal Parameters ^{a,b}	Mean		.000000
	Hours of deviation		2.37142112
Most Differences	Extreme Absolute		.085
	Positive		.085
	Negative		-.067
Test Statistic			.085
Asymp. Sig. (2-tailed)			.072 ^c
Monte Carlo Sig. (2-tailed)	Itself.		.443 ^d
	99%	Confidence Lower Bound	.430
	Interval	Upper Bound	.456

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Source: SPSS Output (2024)

Multicollinearity Test**Table 6. Multicollinearity Test Results**

Variabel	Nilai Sig. VIF	TOLL	Information
Price (X1)	4.024	0,249	There are no symptoms of multicollinearity
Quality of service (X2)	4.024	0,249	There are no symptoms of multicollinearity

Source: Data Processed by Researchers (2024)

Heteroscedasticity Test

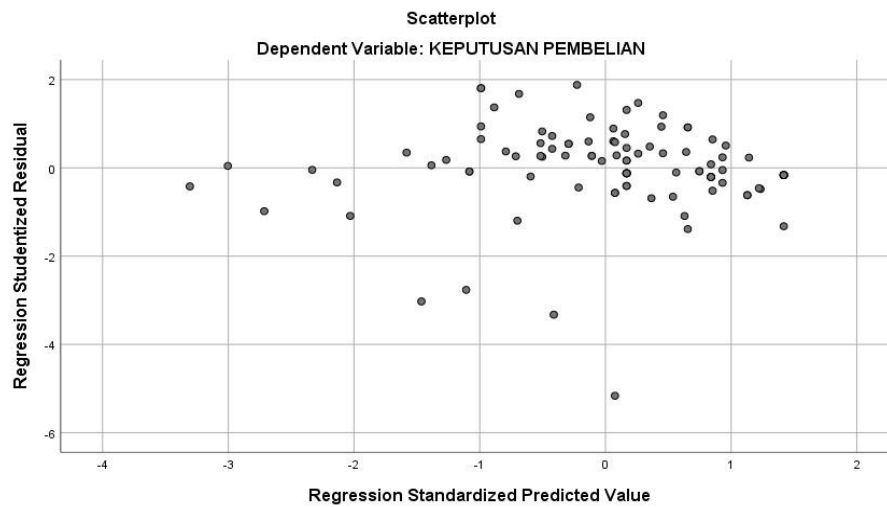


Figure 1. Scatter Plot Graphics

Partial Significance Test (T Test)

Table 7. T Test Results

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	3.122	1.051		3.070	.004
	PRICE	.968	.212	.536	4.562	.000
	SERVICE QUALITY	.453	.173	.307	2.612	.010

a. Dependent Variable: PURCHASE DECISION

Source: Ouput SPSS, 2024

Simultaneous Significant Test (F Test)

Table 8. F Test Results

ANOVA		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	2385.359	2	1192.679	97.166	.000b
	Residual	1190.641	97	12.275		
	Total	3576.000	99			

a. Dependent Variable: BUYER's DECISION

b. Predictors: (Constant), SERVICE QUALITY, PRICE

Source: SPSS Output, 2024

DISCUSSION

In the price variable, it is known that the results of the price affordability indicator are described as relatively affordable. Furthermore, for the indicator of price conformity with quality, it means that if the price given is high, the quality of the product should be high as well. The next indicator of price competitiveness is that the price of the products offered is relatively not much different compared to other competitors or their markets. The price matching indicator means that every price paid by consumers is in accordance with the benefits they feel. Finally, price indicators can influence purchasing decisions, which means that price is a driving factor for consumers to make purchasing decisions.

Overall, the mean value of the respondents' answer frequency for the price variable received a score of 3.85 which is included in the category of agree. This indicates that the four indicators of price, be it affordability, conformity with quality, competitiveness, conformity with benefits, and the influence of price in decision-making in the agreed category. This means that the price of products on TikTok Shop's social commerce has succeeded in becoming one of the factors that influence consumers in making purchase decisions.

Purchase decisions on Tiktok Shop social commerce were made by (Lutfiyatunnisa, et al., 2023). The results show that the price variable has a positive and significant effect on the purchase decision. This is supported by a significant value of t of $0.000 < 0.05$ or t calculated $5.066 > t$ table 1.984 .

From the results of the research for each indicator on the service quality variable, it is known that the tangible indicators are true that the equipment used in TikTok Shop's Social commerce is very supportive in the purchase transaction process. Furthermore, on the reliability indicator that the services provided are satisfactory and in accordance with consumer expectations. Meanwhile, in the indicator of responsiveness, consumers feel that the services provided are appropriate according to the needs and demands of consumers. Furthermore, for social commerce guarantee indicators, TikTok Shop does not disseminate your personal information to other parties. The last indicator is empathy that it is true that TikTok Shop Social commerce provides the same service to its customers.

Previous research that also looked at the influence of service quality on purchase decisions on Tiktok Shop social commerce was conducted by Lutfiyatunnisa, et al., (2023). The results show that the service quality variable has a positive coefficient with the result being t calculated $4.246 > t$ table 1.984 or sig which is 0.000 smaller than 0.05 , then H_0 is rejected. This indicates that the quality of the service has a positive or one-way influence on the purchase decision.

CONCLUSION

From the results of the tests that have been described on the problems formulated in the research hypothesis using multiple linear regression tests, conclusions can be drawn about the influence of price and service quality on the purchase decision on social commerce tiktok shop People in Lhokseumawe are as follows:

1. Price has a positive and significant effect on purchasing decisions at Social Commerce tiktok shop in Lhokseumawe. This can be known from the significant value of the Price variable, namely sig. It was $0.000 > 0.05$ and the t -count value was $4.562 > t$ -table was 1.985 , then H_a was accepted. This means that the more the price matches the benefits of the product provided, the more it encourages consumers
2. The quality of service affects the purchase decision at the Social Commerce tiktok shop in Lhokseumawe City. This can be seen from the significant value of the service quality variable, namely the sig. of $0.010 < 0.05$ and the t cal value of $2.162 > t$ table 1.985 , then H_a is accepted. This means that the better the quality of the service provided, the more difficult it will be for consumers to move to other stores.
3. Price and service quality together affect the purchase decision at the Social Commerce tiktok shop in Lhokseumawe City. This can be seen from the value of f calculation $97.166 > f$ table 3.09 or the value of sig. by $0.000 < 0.05$. Then the hypothesis is accepted. This means that providing good prices and service quality is in accordance with consumer expectations when done together.

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