

The Effect of TikTok Shop on Consumptive Behavior of Students

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ABSTRACT

This study aims to examine the effect of TikTok Shop on the consumer behavior of students at the Faculty of Economics and Business, Indonesia University of Education. The population in this study consists of all students at the Faculty of Economics Education and Business, Universitas Pendidikan Indonesia. The sampling technique used is accidental sampling, resulting in a total of 130 students. This study employs quantitative methods with data collection techniques using questionnaires. The results it shows that the significance value is $0.000 < 0.005$, so it can be concluded that variable X (TikTok Shop) has an effect on the Consumptive Behavior variable (Y). While the t_{count} value is $9.441 > t_{\text{table}} 1.65$, this means that the research conducted shows that TikTok Shop has a significant influence on the consumptive behavior of students of the Faculty of Economics Education and Business, Universitas Pendidikan Indonesia. Factors such as discounts and promotions, influencer recommendations, and ease of use of the application contribute to increased consumptive behavior. In addition, psychological and social factors also play an important role in students' purchasing decisions. The findings provide insights for e-commerce managers, educators, and other stakeholders to understand and direct wiser consumptive behavior among college students.

Keywords: TikTok Shop, Consumptive Behavior, Students.

1. INTRODUCTION

The development of information and communication technology has brought significant changes in various aspects of life, including in people's consumption patterns. One striking phenomenon is the increasing use of social media as an e-commerce platform (Prasetyorini & Suprajang, 2023). TikTok is a social media application that was originally popular with short video content, has now evolved into an e-commerce platform through the TikTok Shop feature (Retrieved from (Supriyanto et al., 2023)). This feature allows users to purchase products directly through the app, combining entertainment and shopping in one platform (Jocks et al., 2023). Over time, TikTok evolved into more than just an entertainment platform (Quang et al., 2023). TikTok Shop integrates creative content with e-commerce, providing users with a unique and interactive shopping experience (Barcelona et al., 2022).

College students, as part of the millennial generation and Gen Z, are active users of social media, including TikTok (Erizal, 2021). They tend to be influenced by trends and recommendations that appear on these platforms (Tetep et al., 2024). TikTok Shop offers convenience and speed in shopping, as well as various attractive promotions that often encourage consumptive behavior (Maharani et al., 2024). Consumptive behavior refers to the tendency of individuals to buy goods or services excessively and often irrationally (Anggorowati & Sari, 2024). Consumptive behavior as an act of buying that is influenced by psychological, social, and cultural factors (Alfinna et al., 2023). Among students, consumptive behavior can be influenced by various factors such as peer influence, social media, and the latest trends (Alfinna et al., 2023). Research by Long et al. (2022) shows that college students tend to make impulse purchases triggered by attractive promotions and discounts on e-commerce platforms.

Although TikTok Shop has become an interesting phenomenon, its impact on students' consumptive behavior has not been widely studied, especially in Indonesia. Some studies have examined consumptive behavior among college students related to social media use, but research that focuses on TikTok Shop is still limited. Therefore, this study aims to fill the gap by investigating

the influence of TikTok Shop on the consumptive behavior of students of the Faculty of Economics, Universitas Pendidikan Indonesia.

Previous research has discussed a lot about consumptive behavior among students. According to a study conducted by Nofriansyah (2024) that consumer behavior is influenced by various factors, including psychological, social, cultural, and economic factors. Other research by Widaningsih et al. (2023); Noor Rochman & Kusumawati (2023) show that promotion through social media can increase impulse purchase intention among college students. However, these studies focus more on platforms such as Instagram and Facebook, and less on TikTok as an e-commerce platform. In contrast to the results of research conducted by Nofriansyah & Marwan (2019) that online shop social media does not have a positive influence on consumptive behavior.

The originality of this research lies in its specific focus on TikTok Shop and its influence on students' consumptive behavior. In contrast to previous studies that more generally discuss social media as a whole, this research provides a deeper insight into how TikTok Shop features affect students' consumption patterns, especially in the local context at Universitas Pendidikan Indonesia.

The research gap identified is the lack of studies that specifically examine TikTok Shop as an e-commerce platform and its impact on college students' consumptive behavior. This study aims to fill that gap by providing comprehensive empirical data. The contribution of this research is to provide a better understanding of the dynamics of consumption in the digital era, especially among college students, as well as provide recommendations for e-commerce managers and educators in managing and directing wiser and more responsible consumptive behavior. Thus, this study not only enriches the literature on e-commerce and consumptive behavior, but also provides practical contributions that can be used by various stakeholders, including social media platform managers, researchers, and educational practitioners.

2. METHODS

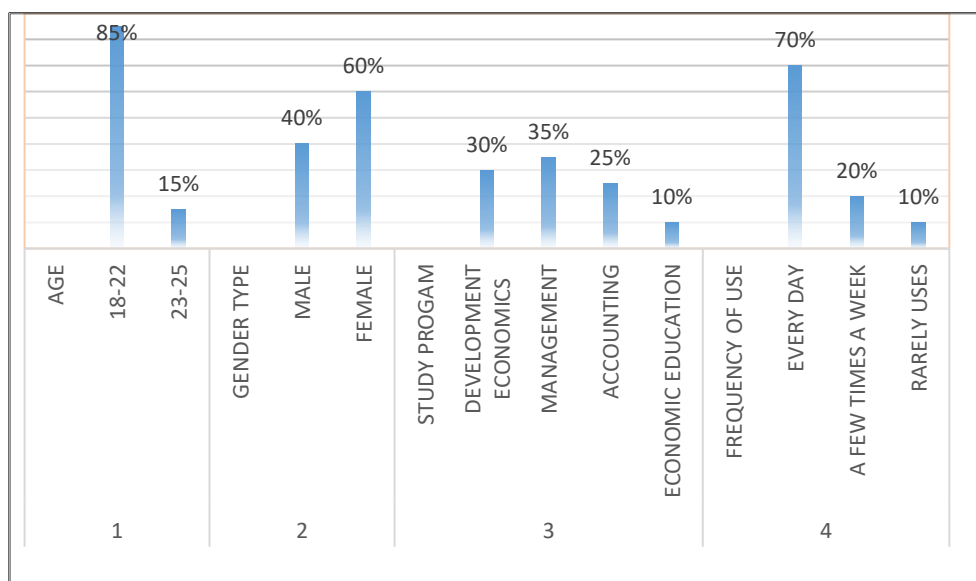
This study uses a quantitative research design with a survey approach to collect data. This approach was chosen because it allows data collection from a large number of respondents in a relatively short time and provides a broader picture of the influence of TikTok Shop on student consumptive behavior. The population in this study were all students of the Faculty of Economics Education and Business, Universitas Pendidikan Indonesia. The sample was taken using accidental sampling technique. The number of samples used in this study were 130 students. Data were collected through questionnaires distributed online to respondents. The questionnaire consists of two main parts: (1) demographic section: includes questions about age, gender, study program, and frequency of TikTok use, (2) consumptive behavior section: contains questions designed to measure the level of consumption and factors that influence respondents' consumptive behavior related to the use of TikTok Shop. Questions in this section use a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree).

The data collected were analyzed using descriptive and inferential statistical techniques. Descriptive analysis was used to describe the demographic characteristics of respondents and the distribution of answers to each questionnaire item. Inferential analysis was conducted to test the research hypothesis and see the relationship between the variables studied. The data analysis steps include: (1) validity and reliability test; (2) descriptive statistical test, (3) multiple regression analysis. Data processing was carried out using SPSS version 27.

3. RESULT AND DISCUSSION

3.1 Result

Grafik 1. Profil Responden



Based on the graph above, it can be interpreted that: (1) Age: The majority of respondents are between 18-22 years old (85%), followed by 23-25 years old (15%), (2) Gender: 60% female and 40% male, (3) Study Program: development economics (30%), management (35%), accounting (25%), and economic education (10%), (4) Frequency of Use of TikTok: 70% use TikTok every day, 20% several times a week, and 10% rarely use.

Table 1. TikTok Shop Usage Pattern

No	Indicator	Deskription	Persentase
1	Purchase Frequency	One time a month	40%
		Two time a month	30%
		> Two time a month	20%
2	Types Of Products Purchased	Fashion	45%
		Cosmetics	30%
		Accessories	15%
		Small Electronic Items	10%
3	Reason for Purchase	Discount or Promotion	50%
		Influencer	30%
		Ease of Use of the Application	20%

Based on the table above, it can be explained as follows: the results show that 90% of respondents have used TikTok Shop for shopping. Of those who use TikTok Shop: (1) Purchase Frequency: 40% make purchases once a month, 30% twice a month, and 20% more than twice a month; (2) Types of Products Purchased: Fashion products (45%), cosmetics (30%), accessories (15%), and small electronics (10%); (3) Reasons for Purchasing: 50% due to discounts and promotions, 30% due to influencer recommendations, and 20% due to ease of use of the app.

Table 2. Coefficient Determination Regression TikTok Shop of Consumptive Behavior

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.641 ^a	0.410	0.406	2.691
a. Predictors: (Constant), TikTok Shop				

Based on the table above, it explains that the magnitude of the correlation / relationship value R is 0.641. From this output it is obtained that (R Square) is 0.410, this means that the influence of the independent variable TikTok Shop on the dependent variable is 41%.

Table 3. Anova Regression TikTok Shop of Consumptive Behavior

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	645.408	1	645.408	89.130	.000 ^b
	Residual	926.869	128	7.241		
	Total	1572.277	129			
a. Dependent Variable: Consumptive Behavior						
b. Predictors: (Constant), TikTok Shop						

Based on the table above, it can be concluded that, the calculated F value is 89.130 with a significance level of 0.00 < 0.005, so the regression model can be used to predict consumptive behavior variables, this means that there is an influence of TikTok shop on consumptive behavior.

Table 4. Coefficient Regression TikTok Shop of Consumptive Behavior

Table 10. Coefficient Regression Analysis Shop of Consumptive Behavior						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.997	7.803		2.563	0.012
	TikTok Shop	0.765	0.081	0.641	9.441	0.000
a. Dependent Variable: Consumptive Behavior						

Based on the table above, it is known that the constant value (a) is 19.997; while the value of TikTok shop (b / regression coefficient) is 0.765 so that the regression equation can be written:

$$Y = a + bx$$

$$Y = 19,997 + 0,765X$$

This means that the constant of 19.997 means that the consistent value of the consumptive behavior variable is 19.997. Meanwhile, the regression coefficient X is 0.765, which means that every 1% increase in the value of TikTok shop, the value of consumptive behavior increases by 0.765. The regression coefficient is positive, so it can be said that the direction of the influence of variable X on Y is positive. Then based on the significance value from the table above, it is found that the significance value is 0.000 < 0.005, so it can be concluded that variable X (TikTok Shop) has an effect on the Consumptive Behavior variable (Y). While the t_{count} value is 9.441 > t_{table} 1.65, this means that variable X (TikTok Shop) has an effect on the Consumptive Behavior variable (Y).

3.2 Discussion

Based on the results of the simple regression test that has been carried out, the test results show that there is a significant positive effect of TikTok shop on the consumptive behavior of students at the Faculty of Economics and Business Education, Universitas Pendidikan Indonesia. This is in line with research conducted by Ezra & Santosa (2023) which shows that H_a (alternative hypothesis) is accepted, because the significance value obtained is $0.000 < 0.05$, which means that the variable use of TikTok (X) has a positive influence on the consumptive behavior variable (Y). In addition, research conducted by Putri et al. (2023) said the same thing that there was an influence of social media on consumptive behavior. Creative content on TikTok that is interesting and easily accessible influences student purchasing decisions (Huy, 2024). Research conducted by Putra & Hayadi (2024) shows that product promotional videos that are packaged in an attractive way make students interested in buying these products. The FOMO (Fear Of Missing Out) phenomenon encourages students to make impulsive purchases because they are afraid of missing trends and want to immediately own products that are going viral on TikTok (Haryanto et al., 2023). The TikTok Shop feature that facilitates the purchase process directly from the app increases the frequency and volume of purchases because they can quickly and easily buy the products they see in TikTok videos without the need to switch to another platform (Jocks et al., 2023). Videos on TikTok that use catchy music and compelling visuals strengthen product appeal (Aulia & Syamsiyah, 2024). These audiovisual elements create a deep and emotional impression, thus encouraging students to buy products (Maharani et al., 2024).

4. CONCLUSION

Based on the test results, it shows that the significance value is $0.000 < 0.005$, so it can be concluded that variable X (TikTok Shop) has an effect on the Consumptive Behavior variable (Y). While the t_{count} value is $9.441 > t_{table} 1.65$, this means that the research conducted shows that TikTok Shop has a significant influence on the consumptive behavior of students of the Faculty of Economics and Business Education, Universitas Pendidikan Indonesia. Factors such as discounts and promotions, influencer recommendations, and ease of use of the application contribute to increased consumptive behavior. In addition, psychological and social factors also play an important role in students' purchasing decisions. The findings provide insights for e-commerce managers, educators at Universitas Pendidikan Indonesia and other stakeholders to understand and direct wiser consumptive behavior among students.

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