

Factors Influencing Customers' Purchase Decision on Tiktok Video Content

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ABSTRACT

In recent years, social media is not only used as a platform for information exchange but also plays a significant role in transforming consumer shopping behavior. This research aims to analyze the factors influencing purchasing decisions in TikTok video content. The factors analyzed include the Bandwagon Effect, Visualization, User Experience (UX), Interactivity, and Search Engine Optimization (SEO). A quantitative approach was adopted, collecting data through questionnaires distributed to 100 respondents. Hypotheses were tested using regression analysis supported by SPSS software. The results revealed that each independent variable individually has a significant impact on purchasing decisions. Moreover, multiple regression analysis demonstrated that all five variables collectively influence purchasing decisions in TikTok video content. These findings are expected to help companies and businesses develop more effective social media content strategies, particularly on TikTok, to enhance promotion and increase sales.

Keywords: Bandwagon Effect, Visualization, User Experience (UX), Interactivity, SEO, Social Media, Digital Marketing

INTRODUCTION

In recent years, social media usage in Indonesia has shown a significant upward trend. Data from Global Statistics reports that Indonesia has 204.7 million active internet users, with each user spending an average of 3 hours and 17 minutes daily on social media (Statista, 2024). These numbers make Indonesia as the world's fourth-largest market after China, India, and the United States (OJK, 2023).

Today, social media is not only used for information exchange; it also plays a crucial role in shifting consumer shopping patterns (Deborah et al., 2022). TikTok, for example, initially focused on 15-60 second entertainment content (Mazumdar, 2022). Over time, TikTok has evolved into a highly influential platform with a user base of 1.58 billion (Goodstats, 2024). This growth has driven TikTok to continuously innovate, notably with the "yellow cart" feature that enables users to make purchases directly while watching content. This feature not only streamlines business promotion and sales but also creates a more integrated user experience. TikTok's strength in delivering short yet engaging content has proven effective in influencing users' psychological and emotional aspects in purchasing decisions (Aziz et al., 2024). Supporting this, data shows a significant 45% increase in online shopping transactions through TikTok (CNBC Indonesia, 2023).

This increase in online shopping transaction is shaped by several interrelated factors influencing consumer purchase decisions. First, the Bandwagon Effect is a psychological phenomenon on social media where users tend to adopt specific behaviors, trends, or beliefs simply because they observe many others doing the same. This is evident in metrics such as high numbers of likes, views, or comments on a particular content (Djuna & Fadillah, 2022). Second, visualization in TikTok content plays an important role. According to (Z. N. Putri, 2023), the use of visuals in content adds appeal and uniqueness, capturing audience attention.

The third UX design, such as the "yellow cart" feature, makes it easier for users to check out items without having to search for the product (Merskin, 2020). Research by (Andreas et al., 2024) highlights that TikTok's UX has created positive benefits for its users. Fourth, interactive comments enable buyers to engage directly with sellers and other users. Research by (Pratiwi et al., 2023) concluded that product reviews in the comment section can spark consumer purchase interest. Lastly, the effective use of SEO in product description captions plays a key role in enhancing consumers' understanding of the products (Hasibuan & Najmudin, 2024).

Although research on the factors influencing purchasing decisions on TikTok has been widely discussed, studies examining the impact of the yellow cart on consumer behavior have not been explored in depth (Aziz et al., 2024). Therefore, this article aims to analyze how TikTok's yellow cart can influence purchasing decisions by maximizing features such as SEO, UI design, Interactive Comments, and the Bandwagon Effect phenomenon within the platform. This study will also provide new insights into understanding consumer behavior on the TikTok app, which is influenced not only by video content but also by other strategic elements.

LITERATURE REVIEW

Bandwagon Effect

Bandwagon is a psychological phenomenon that encourages individuals to follow popular trends in society, whether positive or negative, which can manifest as lifestyle choices, attitudes, or behaviors of others (Djuna & Fadillah, 2022). Several studies have successfully demonstrated the relationship between Bandwagon and purchase

decisions. Research by (Wengel et al., 2022) shows that Bandwagon influences consumer purchase decisions by encouraging them to follow the trends or choices of the majority that are popular on social media, even though individual preferences may differ. In a research by (Romadhoni & Ansyah, 2023), it was also found that Bandwagon among teenagers can be a reason for impulsive buying due to the ease of processes offered by marketplaces. This is further supported by research from (Furinto et al., 2023), which concluded that Bandwagon on TikTok acts as a mediator in influencing TikTok user's purchase decisions.

Hypothesis 1: Bandwagon effect has a positive influence on customer's purchasing decisions for TikTok video content.

Visualization

Visualization is a crucial element in communicating a product's value to potential consumers. According to (Puspitasari, 2024), visual content is the presentation of information containing visual elements, such as videos, images, and motion graphics, as a form of product marketing. On TikTok, visualization plays a key role in capturing consumer attention and driving engagement. This is supported by a research by (Vieri & Sarah, 2024), which concluded that social media usage and visual content have a significant impact on purchasing decisions for Kahf skincare on TikTok. The research emphasizes the importance of creating compelling visual marketing strategies to enhance purchasing decisions. Further, research by (Litha & Kreshan, 2024) validated that engaging visual content encourages audiences to seek more information on the account. Previous studies highlight that visualization not only serves as an aesthetic value but also accelerates consumer purchasing decisions.

Hypothesis 2: Visualization has a positive influence on customer's purchasing decisions for TikTok video content.

UX (User Experience)

User Experience (UX) refers to the overall experience users encounter when accessing a website, application, or specific platform. An optimal UX is one that provides comfort, ease, efficiency, and supports user interaction comprehensively, thus meeting their needs effectively. Research conducted by (T. Putri et al., 2024) indicates that UX plays a significant role in positively influencing purchasing decisions on the PLN Mobile application. This finding is supported by a research by (Prayoga et al., 2023), which also reveals that UX positively impacts purchasing decisions on the Tokopedia platform. On the TikTok platform, the "yellow cart" feature provides users with ease of purchase when they are interested in a product featured in a video, especially because the striking color of this feature helps users easily identify it.

Hypothesis 3: UX (User Experience) has a positive influence on customer's purchasing decisions for TikTok video content.

Interactivity

As digitalization becomes more sophisticated, various online discussion forums have emerged to address diverse issues, topics, and problems. Interactivity is the ability that enables users to participate in discussions within virtual spaces (Ksiazek et al., 2016). TikTok video content provides a platform for discussion between sellers and buyers through the comment section, facilitating more dynamic interactions regarding product information. Previous research indicates that interactivity plays a positive role in enhancing purchasing decisions, as seen in the online mechanical keyboard forum on Facebook (Saputri, 2021). Research by (Huwaيدا et al., 2024) further identifies interactivity as a key factor driving purchasing decisions among Generation Z on e-commerce platforms.

Hypothesis 4: Interactivity has a positive influence on customer's purchasing decisions for TikTok video content.

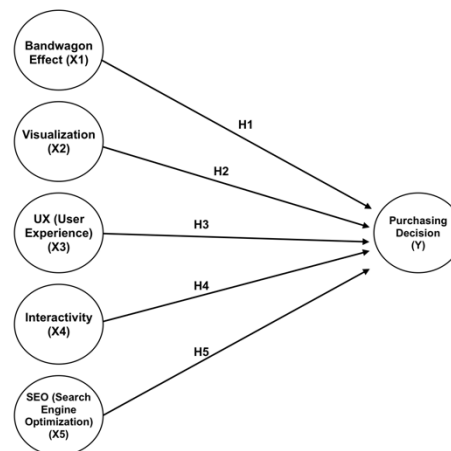
SEO (Search Engine Optimization)

In digital marketing, SEO plays an essential role in making content visible to customers. Search Engine Optimization (SEO) is a systematic program aimed at increasing content visibility or website traffic by optimizing algorithms, enabling the site or content to rank at the top of search engine results (Pratama, 2020). SEO (Search Engine Optimization) allows TikTok content creators to create engaging captions and provide accurate product information, allowing customers to gain precise insights about the products. Using keywords through hashtags also enhance content visibility, helping video content align with algorithms that match customer preferences (Nugraha, 2023). Research conducted by (Alwi et al., 2022) shows that SEO (Search Engine Optimization) has a significant positive impact on purchase intentions on the e-commerce platform JD.ID. This effect occurs because SEO makes it easier for customers to recognize the website, attracting them to access the site and encouraging them to purchase the products or services offered. Other researches have also concluded that SEO (Search Engine Optimization) has a positive impact on customer's purchasing decisions for Sociolla products (Abdjul et al., 2022).

Hypothesis 5: SEO (Search Engine Optimization) has a positive impact on customer's purchasing decisions for TikTok video content.

The research model used is shown in Figure 1 to summarize hypothesis 1 to 5 influencing the purchase decision variable

Figure 1. Research Model



This research will also discuss how the 5 independent variables (Bandwagon Effect, Visualization, UX, Interactivity, and SEO) can influence purchasing decision variables simultaneously.

Hypothesis 6: Bandwagon Effect, Visualization, User Experience (UX), Interactivity, Search Engine Optimization (SEO) simultaneously have a significant influence on customer's purchasing decisions for TikTok video content.

RESEARCH METHOD

The research method used in this research is quantitative methods. Quantitative research emphasizes testing a theory or hypothesis by measuring the number of research variables and analyzing data using statistical procedures and system modeling (Sugiyono, 2019). Quantitative methods are suitable for analyzing the impact between variables, namely User Experience (UX), Content Visualization, Interactivity, Bandwagon Effect, and SEO, in influencing purchasing decisions in TikTok video content. The

research population consists of active TikTok users, with a sample of 100 individuals selected using the Lemeshow formula due to the uncertain number of customers purchasing from TikTok video content.

Formula:

$$n = \frac{Z^2_{1-\alpha/2} P (1 - P)}{d^2}$$

$$n = \frac{1,96^2 \cdot 0,5 (1 - 0,5)}{0,1^2}$$

$$n = 96,4 = 100$$

Note:

n = number of samples

z = z score at 95% confidence = 1.96

p = maximum estimate = 0,5

d = alpha (0,01) or sampling error = 10%

Using this method, the calculated sample size is 96.4, which is rounded up to 100 participants. This indicates that the researcher needs to gather data from a minimum of 100 individuals for the research. Data collection was conducted through a questionnaire method, using Google Forms as the questionnaire medium. There are 19 items to measure 5 factors influencing purchase decisions that can be seen in Table 1. A Likert scale (1 Strongly Disagree – 5 Strongly Agree) was used to answer the questionnaire questions. The questionnaire results will then be processed using regression to determine the magnitude of the variables' influence.

Table 1. Research Instrument

Variables	Questions	Reference
Bandwagon Effect	I buy product in TikTok video content to be integrated in the social group I aspire to	(Mainolfi, 2020)
	I only choose product in TikTok video that others buy	
	I like owning product in TikTok video worn by celebrities	
	I buy very popular and fashionable product in TikTok video	
Visualization	I find the presentation of product information in TikTok videos to be appealing	(Ngo et al., 2024)
	I find the general appearance and vibe of TikTok videos to be visually engaging	
UX (User Experience)	The features "yellow cart" is easy to understand and use	(Prayoga et al., 2023)
	The features "yellow cart" is accordance with user needs	
	I have a pleasant experience when using the features "yellow cart"	
Interactivity	The information/answers from sellers/other customers always align with the questions I have asked	(Saputri, 2021)
	My interactions with sellers/ other customers in the TikTok comment section are reciprocal	
	I always receive feedback (comments, likes) on my questions or comments from sellers/other customers	

SEO (Search Engine Optimization)	I always find it easy to locate the products I want through the search engine on TikTok	(Alwi et al., 2022)
	I always find product information in TikTok video content by using keywords/hashtags on search engines	
	TikTok video content in search engine results matches the product information I need	
Purchasing Decision	The TikTok video content has influenced the judgments I've made regarding my purchases	(Ayamuang & Nuangjamno ng, 2023)
	The reviews of products or testimonies that can be found on the TikTok video content have an impact on the purchases that I make	
	The purchasing decisions made by other buyers in TikTok video content influence my own choices	
	Before making a purchase decision, I will frequently use the TikTok video content to research and contrast the pricing of several comparable goods and services	

RESULTS

Respondent Demographic

A total of 105 respondents completed the questionnaire via Google Forms. However, 5 respondents were excluded as they did not meet the eligibility criteria, leaving 100 valid responses for analysis. These responses were used to examine the influence of the independent variables on the dependent variable. The majority of the respondents were 21 years old, with a gender distribution of 67% female and 33% male.

Validity Test Results

Table 2. Validity Test Results

Variable	Indicator	r Count	r Table	Significant	a	Explanation
Bandwagon Effect (X1)	BE1	0.598**	0.2565	<.001	0.01	Valid
	BE2	0.593**	0.2565	<.001	0.01	Valid
	BE3	0.612**	0.2565	<.001	0.01	Valid
	BE4	0.698**	0.2565	<.001	0.01	Valid
Visualization (X2)	VIS2	0.629**	0.2565	<.001	0.01	Valid
	VIS3	0.605**	0.2565	<.001	0.01	Valid
UX (X3)	UX1	0.344**	0.2565	<.001	0.01	Valid
	UX2	0.525**	0.2565	<.001	0.01	Valid
	UX3	0.576**	0.2565	<.001	0.01	Valid
Interactivity (X4)	INT1	0.595**	0.2565	<.001	0.01	Valid
	INT2	0.635**	0.2565	<.001	0.01	Valid
	INT3	0.598**	0.2565	<.001	0.01	Valid
SEO (X5)	SEO1	0.596**	0.2565	<.001	0.01	Valid
	SEO2	0.565**	0.2565	<.001	0.01	Valid
	SEO3	0.553**	0.2565	<.001	0.01	Valid
Purchasing Decision (Y)	PD1	0.614**	0.2565	<.001	0.01	Valid
	PD2	0.507**	0.2565	<.001	0.01	Valid
	PD3	0.482**	0.2565	<.001	0.01	Valid
	PD4	0.412**	0.2565	<.001	0.01	Valid

Note: **r count > r table, sig < a

Table 2 presents the results of the validity test, indicating that all variable items have r-values greater than the corresponding r-table values. Furthermore, this is supported by

significance values smaller than the alpha value of 0.01. Therefore, it can be concluded that all variable items are valid and suitable for use in regression analysis.

Reliability Test Results

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Standard	Explanation
Bandwagon Effect (X1)	0.759	0.50	Reliable
Visualization (X2)	0.562		
UX (X3)	0.546		
Interactivity (X4)	0.701		
SEO (X5)	0.605		
Purchasing Decision (Y)	0.566		

Note: Cronbach's Alpha > 0.50

Table 3 provides the results of the reliability test, showing that each variable has a Cronbach's alpha value above 0.50. According to George & Mallery (2003) a standard value of 0.50 is still considered reliable. Therefore, it can be concluded that all variables in the research are reliable.

Linear Regression Test

Table 4. Linear Regression Test

Variable	t Count	Unstandardized B	Significant	Conclusion
Bandwagon Effect (X1)	5.595	0.303	<.001	Hypothesis Supported
Visualization (X2)	6.165	0.395	<.001	Hypothesis Supported
UX (X3)	7.603	0.593	<.001	Hypothesis Supported
Interactivity (X4)	4.880	0.280	<.001	Hypothesis Supported
SEO (X5)	6.596	0.464	<.001	Hypothesis Supported

Note: t count > 2.63, sig < a

The results of the linear regression test in Table 4 show that each independent variable (Bandwagon Effect, Visualization, UX, Interactivity, and SEO) has a t-value greater than the t-table value of 2.63. Additionally, the significance value of <.001, which is smaller than the alpha value of 0.01, further supports the conclusion that each independent variable individually supports the hypothesis. This indicates that all five variables significantly influence customer purchasing decisions. Among them, the UX variable has the largest unstandardized beta coefficient of 0.593, indicating that it has the strongest impact on customer purchasing decisions compared to the other independent variables.

Multiple Regression Test

Table 5. Multiple Regression Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.663	5	1.533	19.593	<.001 ^b
	Residual	7.352	94	0.078		
	Total	15.015	99			
a. Dependent Variable: Purchasing Decision						
b. Predictors: (Constant), SEO, Visualization, Interactivity, UX, Bandwagon effect						

Note: F count > 2.31, sig < α

Table 5 presents the results of the multiple regression test, with an F-value of 19.593, which is greater than the F-table value of 2.31. This is further validated by a significance value of <.001, which is smaller than alpha of 0.01. Thus, it can be concluded that the independent variables (Bandwagon Effect, Visualization, User Experience (UX), Interactivity, and SEO) collectively have a significant influence on purchasing decisions.

DISCUSSIONS

Bandwagon Effect has a positive influence on customer's purchasing decisions for TikTok video content

The research findings indicate that the Bandwagon Effect has a significant influence on purchasing decisions through TikTok video content. This is because customers often purchase products that are used by many people or celebrities in order to follow admired public figures. These results are consistent with previous studies by (Evelina & Pebrianti, 2021) and (Ningsih & Fikriah, 2023), which found that product trends play a major role in influencing purchasing decisions on digital platforms to gain social status. Based on this analysis, companies can develop marketing strategies that leverage trends or celebrities to attract consumer attention, thereby significantly boosting product sales.

Visualization has a positive influence on customer's purchasing decisions for TikTok video content

The findings of this study show that visualization has a significant influence on purchasing decisions through TikTok video content. This influence occurs because customers are more likely to be attracted to products presented in an aesthetically pleasing and visually enjoyable manner. These results align with studies conducted by (Yunita, 2022) and (Akbar & Sisilia, 2024), which found that aesthetic visual communication design can impact consumer purchasing decisions. Therefore, companies can leverage innovative visual content design and engaging atmospheres to enhance product purchase decisions.

User experience has a positive influence on customer's purchasing decisions for TikTok video content

The research shows that User Experience (UX) has a significant influence on purchasing decisions through TikTok videos, particularly through the yellow cart feature. This is because the yellow cart feature provides convenience for customers to purchase products featured in the video without having to search for the products first. These findings are consistent with previous studies by (Ruqoyyah & Rahmawan, 2023) and (Izumi & Nengsih, 2024), which indicate that the UX of the yellow cart in the TikTok app enhances convenience and influences purchasing decisions. Based on this analysis, companies can optimize the UX design of the yellow cart feature for each video content to increase the likelihood of impulsive purchases while watching TikTok videos.

Interactivity has a positive influence on customer's purchasing decisions for TikTok video content

The findings of the research reveal that interactivity which is characterized by interactions between sellers and buyers through TikTok video content (such as comments or likes), can significantly influence customers purchasing decisions. The reason is because such interactions allow customers to gather more detailed information about the product showcased in the TikTok video content which helping them decide whether they genuinely need the product. These findings align with previous research by (Huwaida et al., 2024) and (Saputri, 2021), both of the research highlight interactivity as a key factor influencing customer purchasing decisions, particularly on digital platforms and forums.

From the results of these findings, company can develop strategies for interacting with customers in order to increase sales.

SEO (Search Engine Optimization) has a positive influence on customer's purchasing decisions for TikTok video content.

The research findings show that Search Engine Optimization (SEO) significantly influence purchasing decisions. In this research, SEO includes the ease of customers finding products through search engines using keywords or hashtags. Products that are easier to find or rank higher in search results are more likely to be chosen and support customer's purchasing decisions. These findings are consistent with (Nugraha, 2023) research, which shows that keywords and hashtags enhance content visibility and align better with algorithms tailored to customer preferences. The results also align with researches by (Alwi et al., 2022) and (Abdjul et al., 2022), which emphasize the significant influence of SEO on customer purchasing decisions. Based on these findings, businesses can use this knowledge to design targeted SEO strategies that align with customer algorithms and increase product visibility and sales likelihood.

Bandwagon Effect, Visualization, User Experience (UX), Interactivity, Search Engine Optimization (SEO) simultaneously have a significant influence on customer's purchasing decisions for TikTok video content.

Based on the multiple regression results, it was found that the five independent variables (Bandwagon Effect, Visualization, UX, Interactivity, and SEO) collectively contribute significantly to purchasing decisions. This finding emphasizes the importance of a holistic marketing strategy where each variable complements the others. For example, SEO helps attract consumer attention through initial search results, while UX and Interactivity ensure a pleasant experience as consumers navigate the platform. Furthermore, the Bandwagon Effect and Visualization play a crucial role in building emotional trust in the product. Therefore, company should consider the synergy between these factors to maximize the effectiveness of their digital marketing strategies, especially in TikTok video content.

CONCLUSION

Overall, the findings of this study indicate that factors such as the Bandwagon effect, Visualization, User Experience (UX), Interactivity, and SEO significantly influence purchasing decisions through TikTok video content. Among these five variables, UX has the most dominant impact, with an unstandardized beta value of 0.593. This suggests that a well-designed user experience is a key factor in driving purchasing decisions. One UX element highlighted in this study is the "yellow cart" feature, which allows users to make direct purchases while watching videos. This study emphasizes the importance of easy access in the purchasing process through the yellow cart feature as part of a satisfying consumer shopping experience on the TikTok platform.

This research makes a significant contribution to the understanding of consumer behavior on social media, particularly within the context of the TikTok platform. Based on data analysis, the study reveals that UX, particularly the "yellow cart" feature, plays a dominant role, supported by the variables of Visualization, Interactivity, Bandwagon effect, and SEO in influencing purchasing decisions. The study reinforces the importance of an integrated approach in video content marketing strategies, where each variable complements one another to create an optimal shopping experience. The implications of this study suggest that marketing strategies on the TikTok platform should prioritize enhancing user experience, including optimizing features such as the "yellow cart," while also ensuring that other elements like Visualization, Interactivity, and SEO are effectively managed. Therefore, incorporating these decision-influencing factors in marketing

campaigns can more effectively capture consumer attention, drive interaction, and increase the volume of purchases made by consumers.

This research opens opportunities for further exploration into the effectiveness of the yellow cart feature and UX elements across different social media platforms. Thus, the results of this research can serve as a foundation for designing more effective marketing strategies, maintaining a focus on user experience as a key factor for success.

LIMITATION (OPTIONAL)

This reserach has several limitations, particularly in data collection, which was conducted online via Google Forms and predominantly involved respondents from Gen Z, with an average age of 21. As a result, the findings primarily reflect the preferences of Gen Z, a group that may not yet have stable incomes which is limiting the broader applicability of the results. If the study had focused on individuals with more stable financial situations, the outcomes might show different results. Furthermore, the research faced time constraints during the data collection process. Future studies are encouraged to address these limitations by expanding the sample to include a broader range of generations and adopting a mix of online and offline data collection methods to capture a more diverse and representative group of respondents.

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DECLARATION OF CONFLICTING INTERESTS

The author declares that there is no conflicts of interest associated with this research

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