

The Influence of TikTok Shop Digital Promotion on Purchasing Decisions for Sattka Basic Hijab in Semarang City

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Abstract. The way business owners promote their products has changed as due to the growth of social media and digital technologies, including the TikTok Shop platform. The goal of this research is to determine how digital marketing on TikTok Shop affects consumer behavior in purchasing Sattka hijab in Semarang City. This study employs survey methods and a quantitative approach, with respondents being current TikTok users who have seen Sattka hijab advertisements. Information was obtained using a questionnaire that had gone through reliability and validity tests before being evaluated using A straightforward method of linear regression. According to the survey, digital marketing campaign conducted through TikTok Shop had a large and beneficial impact on consumers' choice to purchase the Sattka hijab. This shows that digital advertising can increase consumers' interest in purchasing hijab products and influence their choice. In conclusion, TikTok Shop's digital marketing approach is an important component that can help increase sales of Sattka hijab in Semarang. To increase market penetration and improve consumer purchasing choices, this study suggests business owners to further utilize TikTok Shop as a promotional platform.

Keywords : Digital Promotion; TikTok Shop; Purchasing Decisions

INTRODUCTION

Social media is essential for digital marketing and helps businesses look better. Technological developments and media needs encourage support for social media (Putri et al. 2025). Technological developments have changed lives, especially in commerce. Customers now prefer to use digital technology. TikTok, a popular social media, attracted young users with interactive videos and developed e-commerce, enabling purchases through the app. Sellers promote products through videos (Adil Satiawan, Solling Hamid, and Maszudi 2023). TikTok has introduced TikTok Shop, a new tool that enables users and creators to shop, promote, and sell products easily within the app. This feature aims to build consumer trust to make purchasing easier. Businesses can customize their marketing strategies to earn more money through TikTok Shop (Elysa Novel et al., 2023).

The buyer's decision is the final stage of the buying process, which occurs when consumers hesitate to buy a product. When consumers have a problem, They research the brand or product in question, evaluate a number of potential solutions to the issue, and then weigh their alternatives before making a purchase (Gunarsih, J.A.F. Kalangi, and Lucky F.Tamengkel 2021). According to Kotler & Armstrong (2001), buyer's decision refers to the stage of the buyer's process where consumers are hesitant to buy. "There is a point at which consumers are ready and willing to make a purchase or exchange money with a third party to pay with the intention of using or owning certain goods or services." According to Kotler (2005) in (Ragatirta and Erna 2020) further explains that the understanding of purchasing decisions is a problem-solving process consisting of analyzing or generating needs and wants to the point of completion after purchase.

One type of advertising used by the general public for various activities is digital marketing. Digital marketing concepts and strategies are very helpful in boosting product sales from a particular company or brand. When compared to traditional marketing based on time, location, and user behavior, digital marketing can reach all levels of society (Ferryan Nugraha and Heru Kurniawan 2023). According to (Jati et al. 2024), digital marketing techniques are a way of reaching consumers online through digital media, including social media. It offers benefits such as a sense of convenience, speed, and ease of use for better interaction with the audience. One strategy that sellers use to attract consumers' attention is the twin date promos every month, such as 10.10 and 11.11. They offer a variety of changing promos and discounts, including free shipping, cashback, flash sales, rebates, and discounts on products that are slightly lower than the normal price (Leilani et al. 2023).

It has been demonstrated that twin date events significantly impact consumer purchase decisions. In the study (Satya Nosaly and Noor Andriana 2024) shows that promotions and advertisements carried out on twin dates such as 10.10, 11.11, 12.12 and so on are able to increase buying interest and purchasing decisions positively and significantly. This is because twin dates create promotional moments with attractive offers and encourage consumers to make purchases immediately. Therefore, digital promotions carried out on twin dates are an effective strategy in increasing product sales on e-commerce platforms, including TikTok Shop.

The results of research (Adil Satiawan et al. 2023) entitled "The Effect of Content Marketing, Influencer Marketing, Online Customer Reviews on Purchasing Decisions and Consumer Satisfaction at Tikok". The purpose of this study is to ascertain how TikTok's online content marketing affects user happiness and purchase decisions. The findings demonstrated that purchase decisions have a substantial impact on consumer happiness, as do influencer and content marketing.

The results of the study (Latifah and Nurmallasari 2023) with the title "The Effect of Price Discounts, Free Shipping and Promotion on Student Purchase Interest in the Tiktok Shop Application". The purpose of this study is to ascertain how price Discounts on student purchase interest in the TikTok Shop application and also this study examines the impact of Promotion on student purchase interest. The study's findings demonstrate the validity and dependability of the data employed. Price discounts, promotions, and free shipping all have a positive and significant effect on consumer buying interest. This means that these three things together and individually can increase consumers' desire to buy products. So, giving discounts, doing promotions, and offering free shipping are effective ways to attract consumer buying interest.

According to (Handayani 2021), digital promotion has several main indicators that measure the effectiveness of interaction and accessibility of promotions through digital media, including social media engagement which measures interactions between brands and audiences on social media platforms. In addition, accessibility, which is the ability of users to access the information and services provided, and interactivity, which is the ability of users to interact with brands or products, are also important indicators. Last but not least, credibility and trust, which measure the level of consumer confidence in the digitally promoted brand, also become a measure of the effectiveness of digital promotion.

According to Kotler, in (KHALID 2024), there are several indicators that influence purchasing decisions, namely satisfaction with the product, where customers assess the product based on quality and other factors that form the belief that the product meets their

needs. In addition, purchase satisfaction arises when consumers tend to buy the same product because they believe the product provides benefits and benefits, so if they have to switch to an alternative product, they will feel uncomfortable. Another indicator is the speed of product purchase, which relates to the use of the heuristic principle as a quick and efficient method of decision-making without interfering with in-depth decision analysis.

Sattka Hijab Shop was chosen as the object of research because it is one of the most popular hijab brands in Indonesia, especially among young consumers. Sattka is known for its comfortable and fashionable ciput and pashmina products, and actively utilizes digital platforms such as TikTok Shop for promotion and sales. With the development of digital marketing, especially through social media, it is important to examine how digital promotions on TikTok Shop influence the purchasing decisions of Sattka hijab consumers in Semarang City. This research is expected provide a clear picture of the effectiveness of digital promotions in increasing consumer interest and purchasing decisions in today's digital era.

METHOD

According to (Sugiyono 2023) states that quantitative research methods are sometimes defined as methods based on positivism and used to research on populations or samples. This technique requires collecting data using research tools, analyzing it using quantitative or statistical methods, and then using the results to test predetermined hypotheses. This study measures the impact of digital advertising on TikTok Shop on Sattka hijab purchasing decisions in Semarang using a quantitative research design with survey methodology. Using purposive sampling technique, this study collected 91 respondents from Semarang, where the entire consumer base of Sattka hijab made purchases through TikTok Shop. A Likert scale questionnaire that has undergone validity and reliability testing was used to gather data . The questionnaire measured digital promotion variables, such as TikTok Shop's marketing activities, as well as purchase decision variables, such as purchase intention, frequency, and satisfaction. To test the correlation between digital promotion and purchase decisions, Descriptive statistics and linear regression analysis were used to examine the data. In addition, this study ensured research ethics by protecting data confidentiality and obtaining consent from participants before data collection.

RESULTS AND DISCUSSION

1. Validity and Reliability Test Results

Table 1 Validity Test Results

Variable	Indikator	r Hitung	r Tabel	Keterangan
Promosi Digital Di TikTok shop	X1	0,884	0,174	Valid
	X2	0,887		Valid
	X3	0,852		Valid
	X4	0,915		Valid
	X5	0,937		Valid
	X6	0,935		Valid
	X7	0,904		Valid
	X8	0,902		Valid
Keputusan Pembelian hijab Sattka	Y1	0,924	0,174	Valid
	Y2	0,881		Valid
	Y3	0,923		Valid

Variable	Indikator	r Hitung	r Tabel	Keterangan
	Y4	0,912		Valid
	Y5	0,932		Valid
	Y6	0,894		Valid
	Y7	0,914		Valid
	Y8	0,906		Valid

The validity test results for variable X and variable Y, as shown in Table 1, show that all indicators have a calculated r value greater than the r table value of 0.174 at the 0.005 significance level. This indicates that each indicator on both variables has a strong correlation with the overall instrument score. Thus, it can be concluded that at the 5% significance level, all questionnaire items for the Digital Promotion variable at TikTok Shop (variable X) and the Sattka Hijab Purchase Decision (variable Y) are valid and effective in measuring the aspects under study.

Table 2 Reliability Test Results

Variable	Cronbach's Alpha	Keterangan
Promosi Digital Di TikTok Shop	0,968	Realabel
Keputusan Pembelian Hijab Sattka	0,970	Realabel

The reliability test results, according to Table 2, show that all instrument variables have a Cronbach's Alpha value greater than 0.60. Thus, it can be said that the results of the reliability test of the research instrument variables are reliable and suitable for use in further research procedures.

Table 3 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		91
Normal Parameters^{a,b}	Mean	0,0000000
	Std. Deviation	3,69091209
Most Extreme Differences	Absolute	0,101
	Positive	0,070
	Negative	-0,101
Test Statistic		101
Asymp. Sig. (2-tailed)		0,23 ^c

The Kolmogorov-Smirnov normality test results, according to Table 3, show that the data is normally distributed if the significance value of each variable is greater than 0.05, but not normally distributed if the significance value is smaller than 0.05. The asymp. Sig (2-tailed) value of 0.23, which is larger than 0.05, is displayed in the results of the normality test. This shows that the regression analysis's normality assumption has been satisfied and that the residual data is normally distributed.

Table 4 Simple Linear Regression Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	0,657 ^a	0,432	0,426	3,712
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The correlation coefficient (R) value was determined to be 0.657 based on the results of the simple linear regression test in Table 4. The independent variable (digital marketing) contributes 43.2% to the dependent variable (buy decision), according to the computed coefficient of determination (R square) value of 0.432.

Table 5 Results of the t-test

Model	Unstandardized coefficients	Std. Error	Standardized coefficients	t	Sig.
Promosi Digital	0,826	0,100	0,657	8,230	0,000

The results of the partial uji t, according to table 5 show that the nilai signifikansi pengaruh promosi digital (X1) terhadap keputusan pembelian (Y) is approximately 0.0000 less than 0.005, and the nilai t hitung is approximately 8,230 less than 1,987. The hypotheses nol (H0) and alternatif (H1) are based on the data from Table 5. Because of this, it can be said that digital marketing has a significant impact on consumer purchasing decisions.

Therefore, it is evident that TikTok Shop's digital marketing significantly influences consumers' decisions to buy. Digital marketing also enables retailers to reach consumers more effectively, quickly and personally through various platforms, including social media, internet advertising and creative. Customers can more easily obtain product information as a result, engage with brands, and make purchases, thus increasing their likelihood of making a purchase. In addition, digital marketing has been shown to possess a statistically substantial favorable influence on customer purchase choices. This implies that the more successful the digital promotion, the more likely consumers will make a purchase. One successful example of digital marketing implementation is the use of twin date promotions, such as 10.10, 11.11, and 12.12, which are marketing strategies that offer deep discounts, exclusive deals, and limited-time flash sales, all of which greatly stimulate impulsive consumer buying behavior. Therefore, in today's e-commerce era, businesses are strongly encouraged to take advantage of unique events and maximize their digital marketing efforts to increase sales and customer loyalty.

CONCLUSION

The findings of this study's data analysis and hypothesis testing show that TikTok Shop's digital marketing significantly and favorably influences consumers' decisions to buy Sattka hijab goods. The data obtained accurately reflects reality and is reliable because the validity and reliability of the research tools have been thoroughly checked. The validity of the regression model used is supported by the fact that the research data meets the basic assumptions of regression analysis, such as normality, absence of multicollinearity, and homoscedasticity. With a coefficient of determination of 43.2%, About half of the variance in purchase decisions may be explained by factors related to digital promotions, indicating a significant contribution of digital marketing tactics to consumer behavior. Promotional tactics that capitalize on unique events, such as twin dates (10.10, 11.11, 12.12), have been shown to successfully generate consumer interest and purchase decisions by offering significant discounts and flash sales that create urgency. The findings show experimentally

that well-planned digital marketing can result in a large increase in sales conversions. As a result, digital promotions are not just an additional marketing tool; they are an important element in influencing consumer purchasing behavior in today's digital age, particularly on the TikTok Shop platform.

ADVICE

1. Businesses are advised to more intensively utilize TikTok Shop as a marketing platform, given its effectiveness in reaching young consumers. The use of interactive ads, creative content, and influencer marketing can increase engagement and sales conversion.
2. Event marketing-based promotional strategies, such as twin dates, have been shown to significantly increase purchase rates. Therefore, businesses should regularly hold special campaigns that offer deep discounts, product bundling, and flash sales to increase consumer appeal.
3. In addition to discount promotions, businesses need to develop educational and interactive content related to products, such as hijab tutorials, customer reviews, and live shopping, to build consumer engagement and trust.

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