

FAKTOR-FAKTOR YANG MEMENGARUHI *PURCHASE DECISION* PADA *TIKTOK SHOP* DI INDONESIA

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ABSTRAK

Semakin pesatnya perkembangan teknologi, menyebabkan meningkatnya pengguna internet menerima media sosial sebagai bagian dalam kehidupan sehari-hari. Aplikasi teknologi digital yang didukung oleh kecerdasan buatan (AI) terus bermunculan untuk meningkatkan cara-cara baru dalam berkomunikasi di *platform* media sosial, khususnya *Tiktok Shop*. Aplikasi AI berguna untuk mempelajari tren penjelajahan pembeli untuk menarik pelanggan baru dan mengembangkan bisnis. Penelitian ini bertujuan untuk menganalisis faktor-faktor keputusan pembelian konsumen melalui persepsi harga, persepsi kualitas, dan persepsi lainnya. Pengolahan data menggunakan *structural equation model* (SEM) dengan *software AMOS 24.0* dengan sejumlah 250 responden. Hasil penelitian ini menunjukkan adanya pengaruh positif dan signifikan *perceived eWOM* terhadap *purchase decision*, *perceived emotional value* terhadap *purchase decision*, dan *perceived price* terhadap *purchase decision*. Sedangkan terdapat hubungan yang tidak signifikan *perceived quality* terhadap *purchase decision*, dan *perceived risk* terhadap *purchase decision*.

Kata Kunci: Kecerdasan Buatan, Keputusan Pembelian, Persepsi Harga, Persepsi Kualitas.

FACTORS THAT INFLUENCE PURCHASE DECISION AT TIKTOK SHOP IN INDONESIA

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ABSTRACT

With the rapid evolution of technology, the acceptance of social media as an essential part of daily life among internet users has grown significantly. Applications with artificial intelligence (AI) basis continue to increase, introducing several ways to communicate on social media platforms, especially Tiktok Shop. AI technologies play a crucial role in understanding consumer browsing behaviors so they can attract new customers and boost business growth. This study aims to analyze consumer purchase decisions through factors such as price perception, quality perception, and others. Data analysis using structural equation modeling (SEM) with AMOS 24.0 software, involving a sample of 250 respondents. The findings reveal a substantial positive impact of perceived eWOM and emotional value on purchase decisions, along with perceived price. However, the study found no significant association between perceived quality and perceived risk with purchase decisions.

Keywords: *Artificial Intelligence, Purchase Decision, Perceived Price, Perceived Quality.*