

FACTORS THAT AFFECT CONSUMERS' PURCHASE DECISIONS ON TIKTOK SHOP, CONVENIENCE, USE, TRUST, AND QUALITY OF SERVICE IN YOGYAKARTA STUDENTS



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Abstract

The development of social commerce has encouraged the increase in online shopping activities through platforms such as TikTok Shop among students. Ease of access, digital interaction, and services offered have the potential to influence consumers' purchasing decisions in making online transactions. This study aims to analyze the influence of ease of use, trust, and service quality on student purchasing decisions in Yogyakarta on the TikTok Shop platform. The research method used was quantitative with a causal associative design and a cross-sectional approach. The research sample amounted to 50 respondents who were selected using the purposive sampling technique, namely students who had made purchases through TikTok Shop. Data collection was carried out using a Likert scale questionnaire and analyzed through multiple linear regression with the help of SPSS software. The results of the study showed that ease of use, trust, and service quality partially had no significant effect on purchase decisions. Simultaneously, the three variables also had no significant effect with a determination coefficient value of 5.9%, which suggests that purchasing decisions were more influenced by other factors outside the research model. These findings confirm that factors such as price, promotion, trends, and content attractiveness have a more dominant role in driving student purchasing decisions on the TikTok Shop platform.

Keywords: Ease of Use, Trust, Service Quality, Purchase Decision, TikTok Shop

INTRODUCTION

The development of digital technology has brought very significant changes in various aspects of people's lives, including in economic activities and consumption behavior. Digital transformation is driving a shift in transaction patterns from conventional systems to faster, more practical, and more flexible online systems. One form of this development is the emergence of electronic commerce (e-commerce) that allows consumers to make purchases without space and time limitations. Over time, e-commerce continues to evolve and give birth to a new concept known as social commerce, which is the integration of social media and buying and selling activities in one digital platform (Putra et al., 2023).

Social commerce not only functions as a means of transaction, but also as a medium of entertainment, communication, and social interaction between sellers and buyers. Consumers can no longer just view product catalogs, but can also witness reviews, product demonstrations, and other users' experiences directly through visual content. One of the social commerce platforms that is experiencing very rapid growth in Indonesia is TikTok Shop. TikTok Shop leverages the power of short videos and live streaming features to create a more interactive and persuasive shopping experience (Khotijah & Wati, 2024).

The popularity of TikTok Shop in Indonesia shows that consumers are increasingly interested in the concept of shopping that combines entertainment and transactions. This phenomenon is driving changes in consumer behavior, especially the younger generation, who are more responsive to visual content and social media-based recommendations. Research by Pratama and Nugroho (2022) states that social commerce is able to create higher purchase impulses than conventional e-commerce because consumers are emotionally engaged through the content presented.

Wibowo and Santoso (2021) show that service quality has a positive effect on purchase decisions and consumer satisfaction in e-commerce. Another study by Lestari et al. (2023) also found that service quality plays an important role in building loyalty and repurchase decisions on digital platforms. In the context of TikTok Shop, the quality of service is very important because the interaction between sellers and buyers occurs directly through *live chat* and *live streaming features*.

Ease of use includes the ease of searching for products, understanding information, making payments, and completing transactions. Research by Sari and Lestari (2023) shows that the ease of use of e-commerce platforms has a positive and significant effect on consumer purchase decisions in Indonesia. Similar findings were also put forward by Ramadhan et al. (2024) who stated that a simple application interface and clear transaction flow can improve consumer convenience and encourage purchases

Research on social commerce also emphasizes the importance of ease of use, trust, and quality of service in influencing purchasing decisions. A study by Hajli et al. (2020) states that ease of use and trust are the main determinants of purchase decisions on social commerce platforms. Research by Chen and Lin (2021) found that service quality and trust have a significant effect on consumer purchase intent on social media-based platforms. In addition, recent research by Zhang et al. (2023) shows that the integration of interactive content and the ease of transaction systems are able to significantly improve consumer purchasing decisions.

REVIEW OF LITERATURE

Social Commerce and TikTok Shop

Social commerce is a digital commerce strategy that integrates social media functions with online buying and selling activities (Rinaldi et al., 2026). This concept allows consumers not only to make transactions but also to interact, share experiences, and obtain product information through visual content and user reviews. Social commerce is considered more effective than conventional e-commerce because it is able to build emotional closeness and trust through intense social interaction. TikTok Shop is one of the social commerce platforms that combines entertainment content with a buying and selling transaction system in one application. Through short video and live broadcast features (*live streaming*), TikTok Shop allows sellers to promote products interactively and in real time. For students in Yogyakarta who actively use social media, TikTok Shop is an interesting platform because it offers a practical, informative, and entertaining shopping experience.

Ease of Use

Ease of use is the level of consumer confidence that a system can be used easily without requiring a large amount of effort. This concept comes from the *Technology Acceptance Model* (TAM) proposed by Davis (1989), which explains that ease of use is the main factor in the acceptance of technology by users. In the context of TikTok Shop, ease of use includes the ease of accessing the application, searching for products, understanding the information in the content, and completing the payment and delivery process. Students as digital users tend to like platforms that offer a simple and fast transaction process. Therefore, the easier TikTok Shop is to use, the more likely it is that students will be encouraged to make a purchase decision.

Trust

Trust is the consumer's belief that the platform and seller are able to provide safe, honest, and reliable services. As for according to (Rinaldi et al., 2026) Trust is an essential component of building sustainable connections between businesses and consumers, especially in the digital age. In online transactions, trust is a very important factor because consumers cannot see the product directly and must submit personal data and payment information. According to Gefen et al. (2020), trust plays a role in reducing consumer risk perception in online transactions. On TikTok Shop, trust is built through the seller's reputation, reviews from previous buyers, transparency of product information, and the security of the payment system. Students in Yogyakarta tend to be more careful in choosing trusted sellers. A high level of trust will increase consumer confidence and strengthen the intention to make a purchase.

Quality of Service

The quality of service is a consumer's assessment of the services received compared to their expectations. Parasuraman et al. (1988) stated that the quality of service consists of several dimensions, namely reliability, responsiveness, assurance, empathy, and physical evidence. In the context of online shopping, service quality includes the speed of the seller's response, clarity of product information, accuracy of delivery, and after-sales service. On TikTok Shop, the quality of service is greatly influenced by direct interaction between sellers and consumers through *live chat* and *live streaming* features. Responsive and communicative sellers are able to increase consumer satisfaction. For Yogyakarta students, good service quality will strengthen trust and encourage purchase decisions.

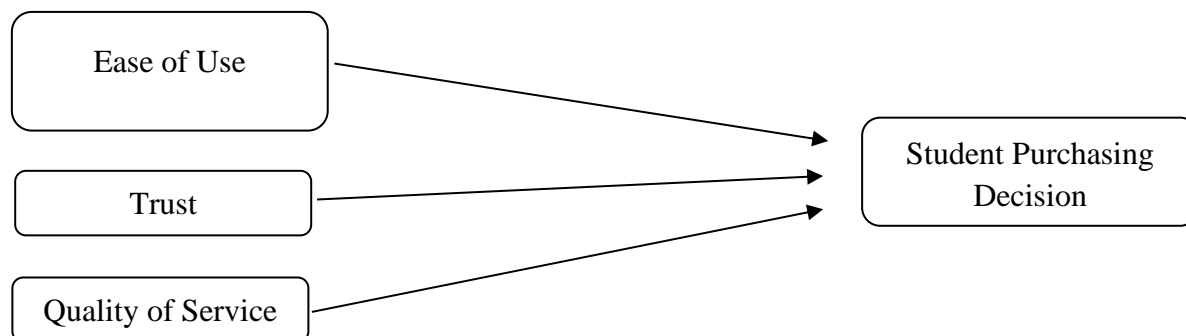
Purchase Decision

The purchase decision is the final action of the consumer after going through the process of searching for information, evaluating alternatives, and considering a product. A purchase decision is a choice that consumers make to obtain a product or service after going through certain considerations. The purchase actions made by consumers reflect the extent to which the marketing strategy applied is able to influence and convince consumers to accept and buy the products offered (Nurfila & Rinaldi, 2024). Kotler and Keller (2016) explain that purchasing decisions are influenced by internal and external factors, such as perception, experience, and marketing strategies implemented by companies. In the context of TikTok Shop, student purchase decisions in Yogyakarta are not only influenced by prices and promotions, but also by the ease of use of the application, the level of trust in the seller, and the quality of service felt during the transaction process.

The Relationship of Ease of Use, Trust, and Service Quality to Purchase Decisions

The relationship between ease of use, trust, and quality of service to purchasing decisions has been widely proven in previous research. The ease of use makes it easier for consumers to transact and increases the convenience of using the platform. Trust plays a role in lowering the risks perceived by consumers, while service quality increases satisfaction and confidence in the platform. For students in Yogyakarta who actively use TikTok Shop, these three factors complement each other in shaping purchasing decisions. If TikTok Shop is easy to use, has a reliable system, and provides good service quality, then students will be more likely to make purchases.

The relationship between the above elements can be seen in the following image:



Source: Adapted from Davis (1989), Parasuraman et al. (1988), Kotler and Keller (2016), and Gefen et al. (2020).

Based on this description, it can be concluded that consumers' purchase decisions on the TikTok Shop platform are influenced by several important factors, namely ease of use, trust, and service quality. Ease of use plays a role in creating consumer convenience in accessing and using the TikTok Shop application. Trust serves to reduce consumer risk perception in conducting online transactions. Meanwhile, service quality plays a role in increasing consumer satisfaction and confidence in the platform and sellers. In this study, ease of use, trust, and service quality were positioned as independent variables that are suspected to affect the purchasing decision of students in Yogyakarta on the TikTok Shop

platform as dependent variables. The relationship between these variables is further summarized in the conceptual framework of the research.

RESEARCH METHOD

This study uses a quantitative approach with an explanatory design, which aims to explain the causal relationship between ease of use, trust, and quality of service to consumer purchase decisions on the TikTok Shop platform. The quantitative approach was chosen because it is able to objectively measure the magnitude of the influence between variables through statistical analysis, so that the results of the study can be generalized to a wider population (Sugiyono, 2019).

This research was carried out in the Special Region of Yogyakarta, which is known as a student city with a high number of students and an intense level of use of social media and digital platforms, including TikTok Shop. Data collection was carried out during the period from November to December 2025 by survey methods, both online and offline, through the distribution of questionnaires to students from various universities in Yogyakarta.

The population in this study is all students in Yogyakarta who have made purchases or have had shopping experience through TikTok Shop. Given the large population size and uncertainty, this study used purposive sampling techniques. This technique was chosen so that the respondents involved were completely in line with the research objectives. The respondents' criteria include: (1) students aged 18–25 years, (2) actively using the TikTok application, and (3) having made purchases through TikTok Shop. Based on these criteria, 50 respondents were obtained who met the requirements and filled out a complete questionnaire.

The research instrument used was a questionnaire with a Likert scale of 1–5, which was compiled based on theory and previous research. The ease of use variables are measured through indicators of ease of access to applications, ease of finding products, clarity of information, and ease of transaction processes, as stated in the Technology Acceptance Model by Davis. Trust variables are measured through indicators of transaction security, seller honesty, seller reputation, and platform reliability (Gefen et al., 2020). Meanwhile, the service quality variables were measured through indicators of reliability, responsiveness, assurance, empathy, and clarity of service, referring to the concept of service quality Parasuraman et al. Purchase decision variables are measured through purchase interest indicators, alternative considerations, and final purchase decisions as described by Kotler and Keller (2016).

Before being used in data collection, research instruments are tested through validity and reliability tests. The validity test is performed by looking at the item-total correlation value, while the reliability test is performed using Cronbach's Alpha. All statement items show a correlation value above 0.30 and Cronbach's Alpha value above 0.70, so that the instrument is declared valid and reliable (Ghozali, 2021). In the implementation of the research, respondents were given an explanation of the purpose of the research and guaranteed the confidentiality of their identity to maintain research ethics.

The data that has been collected is analyzed using several stages of statistical analysis. The first stage is descriptive analysis to describe the characteristics of respondents and the distribution of answers in each variable. The next stage is a classical assumption test which includes normality, multicollinearity, and heteroscedasticity tests to ensure the feasibility of

data for regression analysis. The primary analysis uses multiple linear regression to test the effect of ease of use, trust, and quality of service on purchase decisions. All data analysis is carried out with the help of the latest version of SPSS software so that the research results are more accurate and accountable.

Research Hypothesis

Based on the theoretical foundation and results of previous research on the influence of influencer marketing on brand awareness and purchase decisions, the hypothesis of this research is formulated as follows:

H1: Ease of use has a positive and significant effect on the purchase decision of students in Yogyakarta on the Tiktok Shop platform.

This hypothesis is based on the Technology Acceptance Model (TAM) which states that the ease of use of a system will increase the acceptance of technology by users. Students in Yogyakarta as a group of active users of digital media tend to choose platforms that are easily accessible, have a simple transaction flow, and clear product information. Previous research by Sari and Lestari (2023) and Ramadhan et al. (2024) shows that the ease of use of e-commerce platforms has a significant effect on consumer purchase decisions, especially in the student age group.

H2: Trust has a positive and significant effect on the purchase decision of students in Yogyakarta on the Tiktok shop platform.

This hypothesis refers to the theory of trust in online transactions which emphasizes the importance of consumer security and confidence in online transactions. Students in Yogyakarta tend to be selective in choosing trustworthy platforms and sellers, especially regarding payment security and product authenticity. Research by Gefen et al. (2020) and Chen and Lin (2021) proves that trust has a positive and significant influence on purchasing decisions on digital platforms.

H3: service quality has a positive and significant effect on purchasing decisions for students in Yogyakarta on the Tiktok shop platform

This hypothesis is based on the theory of service quality which states that good service is able to increase consumer satisfaction and confidence. In the context of TikTok Shop, service quality such as seller response speed, clarity of information, and accuracy of delivery are important aspects for students in Yogyakarta. Research by Wibowo and Santoso (2021) and Lestari et al. (2023) shows that service quality has a significant effect on consumer purchase decisions on e-commerce platforms.

H4: Ease of use, trust, and service quality simultaneously have a positive and significant effect on the purchase decision of students in Yogyakarta on the TikTok Shop platform.

This hypothesis is based on the view that students' purchasing decisions on social commerce platforms are influenced by a combination of system ease factors, trust level, and service quality. If TikTok Shop is able to provide ease of use, build trust, and provide good service quality, then students in Yogyakarta will be more encouraged to make purchases.

RESULTS AND DISCUSSION

Descriptive Analysis

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Male	19	38,0	38,0	38,0
	Women	31	62,0	62,0	100,0
	Total	50	100,0	100,0	

Based on data from 50 respondents, it was obtained that the majority of respondents were women (62%), while men were only 38%. This shows that skincare users, including MS Glow, are more dominated by women

OLD					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	24	48,0	48,0	48,0
	21-23	20	40,0	40,0	88,0
	24-25	6	12,0	12,0	100,0
	Total	50	100,0	100,0	

In terms of age, the majority of respondents were in the range of 18–20 years (48%), followed by 21–23 years (40%), and the rest were 24–25 years old (12%). These findings illustrate that the largest consumers of MS Glow products come from young college students who actively follow social media trends and are easily influenced by influencer content.

Validity Test

Variabel	R.Count	R.Table	Remarks
Ease of Use (X1)	0,580	0,273	Valid
	0,719	0,273	Valid
	0,585	0,273	Valid
	0,630	0,273	Valid
Trust (X2)	0,754	0,273	Valid
	0,767	0,273	Valid
	0,728	0,273	Valid
	0,633	0,273	Valid
	0,715	0,273	Valid
Quality of Service (X3)	0,590	0,273	Valid
	0,770	0,273	Valid
	0,533	0,273	Valid
	0,510	0,273	Valid
Purchase Decision (Y)	0,653	0,273	Valid
	0,632	0,273	Valid
	0,591	0,273	Valid
	0,674	0,273	Valid
	0,927	0,273	Valid
	0,889	0,273	Valid

The results of the validity test showed that all statement items in the variables of ease of use (X1), trust (X2), quality of service (X3), and purchase decision (Y) had a calculated r value greater than the r of the table of 0.273, so that all items were declared valid. The r-value calculated on the ease of use variable is in the range of 0.580–0.719, the confidence variable in the range of 0.633–0.767, the service quality variable in the range of 0.510–0.770, and the purchase decision variable in the range of 0.591–0.927. Thus, all statements in the

questionnaire are able to measure the variables that are studied appropriately and are suitable for use as research instruments at the next stage of analysis.

Classic Assumption Test

a. Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		50
Normal Parameters ^{a,b}	Mean	-,4600000
	Hours of deviation	3,55252614
Most Extreme Differences	Absolute	,437
	Positive	,351
	Negative	-,437
Test Statistic		,437
Asymp. Sig. (2-tailed)		,824 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

The results of the Kolmogorov-Smirnov test showed a significance value of $0.824 > 0.05$, which means that the data is normally distributed. Thus, the regression model is feasible to use in subsequent testing.

b. Multicollinearity test

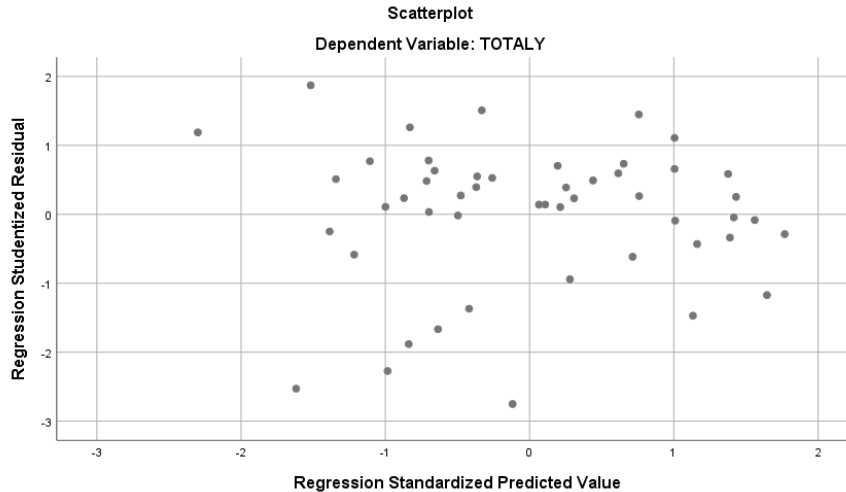
Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	26,189	7,324		3,576	,001		
	TOTALX1	-,212	,288	-,187	-,737	,465	,317	3,155
	TOTALX2	,388	,340	,337	1,139	,261	,233	4,286
	TOTALX3	,033	,271	,035	,123	,903	,247	4,053

a. Dependent Variable: TOTALY

The results of the multicollinearity test showed that the tolerance value for the ease of use variable (X1) was 0.317, trust (X2) was 0.233, and service quality (X3) was 0.247, all of which were greater than 0.10, and the VIF value was 3.155, 4.286, and 4.053, respectively, all of which were below 10. Thus, it can be concluded that there is no multicollinearity between independent variables in the regression model, so that the variables of ease of use,

trust, and quality of service are not highly correlated with each other and are suitable for use in the next regression analysis.

c. Heteroscedasticity test



Judging from the scatterplot, the residual dots are randomly spread above and below the zero line and do not form a specific pattern such as constricting, widening or wavy. The distribution of data is also relatively balanced along the *Regression Standardized Predicted Value* value. This shows that residual variance is constant, so heteroscedasticity does not occur in the regression model. Thus, the regression model used has met the assumption of homocedasticity and is feasible to proceed at the hypothesis testing stage.

Multiple Linear Regression Test

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	26,189	7,324		3,576	,001		
	TOTALX1	-,212	,288	-,187	-,737	,465	,317	3,155
	TOTALX2	,388	,340	,337	1,139	,261	,233	4,286
	TOTALX3	,033	,271	,035	,123	,903	,247	4,053

a. Dependent Variable: TOTALY

Y = 26.189 – 0.212X1 + 0.388X2 + 0.033X3.

The results of the partial test showed that the ease of use variable (X1) had a negative regression coefficient value of -0.212 with a significance value of $0.465 > 0.05$, so it can be concluded that ease of use did not have a significant effect on the purchase decision. The confidence variable (X2) has a positive regression coefficient of 0.388 with a significance value of $0.261 > 0.05$, which indicates that trust has no significant effect on purchasing decisions. Furthermore, the service quality variable (X3) has a regression coefficient of

0.033 with a significance value of $0.903 > 0.05$, so that service quality also does not have a significant effect on partial purchase decisions. Thus, based on the t-test, it can be concluded that individually the three independent variables have not been able to have a significant influence on students' purchasing decisions on TikTok Shop.

Test F

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	136,415	3	45,472	,957	,421b
	Residual	2186,405	46	47,531		
	Total	2322,820	49			
a. Dependent Variable: TOTALY						
b. Predictors: (Constant), TOTALX3, TOTALX1, TOTALX2						

Based on the results of the F test (ANOVA), an F value was obtained calculated as 0.957 with a significance level of 0.421, which is greater than 0.05. This shows that ease of use (X1), trust (X2), and service quality (X3) simultaneously do not have a significant effect on purchase decisions (Y) in students in Yogyakarta who use TikTok Shop. Thus, the regression model used has not been able to explain the influence of the three independent variables together on the purchase decision, so the hypothesis that states the simultaneous influence is rejected.

T Test

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26,189	7,324		3,576	,001
	TOTALX1	-,212	,288	-,187	-,737	,465
	TOTALX2	,388	,340	,337	1,139	,261
	TOTALX3	,033	,271	,035	,123	,903
a. Dependent Variable: TOTALY						

Based on the results of the t-test (partial), it is known that the ease of use variable (X1) has a calculated t-value of -0.737 with a significance level of $0.465 > 0.05$, so it can be concluded that ease of use does not have a significant effect on the purchase decision. The confidence variable (X2) has a calculated t-value of 1.139 with a significance of $0.261 > 0.05$, which indicates that trust has no significant effect on the purchase decision. Furthermore, the service quality variable (X3) has a calculated t-value of 0.123 with a significance of $0.903 > 0.05$, so service quality also does not have a significant effect on the purchase decision. Thus, partially, the three independent variables did not have a significant influence on students' purchasing decisions on TikTok Shop.

Coefficient Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,242a	,059	-,003	6,894

a. Predictors: (Constant), TOTALX3, TOTALX1, TOTALX2

Based on the results of the determination coefficient (Model Summary), an R Square value of 0.059 was obtained, which shows that ease of use (X1), trust (X2), and service quality (X3) were only able to explain 5.9% of the variation in purchase decisions (Y) in students in Yogyakarta who used TikTok Shop. Meanwhile, 94.1% of the variation in purchase decisions was influenced by other factors outside the research model, such as price, promotion, personal needs, social recommendations, and other situational factors. An Adjusted R Square value of -0.003 indicates that the regression model has very low clarity, so the contribution of the three independent variables to the purchase decision is still weak.

MRA

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26,189	7,324		3,576	,001
	TOTALX 1	-,212	,288	-,187	-,737	,465
	TOTALX 2	,388	,340	,337	1,139	,261
	TOTALX 3	,033	,271	,035	,123	,903

a. Dependent Variable: TOTALY

The results of multiple regression analysis (MRA) that included the variables Ease of Use, Trust, and Quality of Service on Purchase Decisions showed that there was no significant influence of all independent variables on the dependent variables. This can be seen from the significance value of each variable, which is all above 0.05, so statistically the regression model has not been able to explain a meaningful relationship with the purchase decision.

First, based on the results of the partial test, the ease of use variable (X1) has a significance value of 0.465, which is greater than 0.05. This shows that ease of use does not have a significant effect on the purchase decision. Although the regression coefficient is negative, the results indicate that the level of ease of use of the app is not yet the main factor that respondents consider in making a purchase decision. Consumers tend to continue to make purchases even though the perception of ease of use varies, so this variable has not been able to drive real purchase decisions.

Second, the test results show that the confidence variable (X2) has a significance value of 0.261, which is above 0.05. Thus, trust has no significant effect on purchasing decisions. Although the regression coefficient is positive, indicating a tendency to be in a one-way relationship, the influence is not statistically strong enough. This indicates that consumer trust in the platform has not yet become a major determinant in purchasing decisions, as consumers are likely to be more influenced by other factors such as price, promotions, or personal needs.

Third, based on the results of the analysis, the service quality variable (X3) has a significance value of 0.903, which is much greater than 0.05. These results show that the quality of service has no significant effect on purchasing decisions. A very small regression coefficient value indicates that changes in the quality of service do not make a meaningful contribution to the purchase decision. This can happen because respondents consider service quality as a standard factor that should already exist, so it is no longer the main consideration in determining purchases.

Fourth, the purchase decision (Y) in this study is a dependent variable influenced by ease of use, trust, and service quality. However, based on the results of regression analysis, the three independent variables have not been able to explain the significant variation in purchasing decisions. This shows that consumers' purchasing decisions are more influenced by other factors outside of the research model, such as price, promotions, social recommendations, trends, and personal preferences. *The Influence of Influencer Marketing on Brand Awareness*

Overall, the results of the regression analysis show that ease of use (X1), trust (X2), and quality of service (X3) have not been able to have a significant influence on purchasing decisions (Y). This is evidenced by the results of partial and simultaneous tests which show that the significance value of all independent variables is above 0.05. Thus, it can be concluded that consumers' purchasing decisions in this study are not directly determined by ease of use, trust, or quality of service, but are more influenced by other factors outside the research model, such as price, promotion, personal needs, trends, and social influence. These findings indicate that although these three variables are conceptually important, in the context of this study their role is not strong enough to drive real purchasing decisions.

Ease of Use on Purchase Decisions

The results of the study showed that ease of use did not have a significant effect on consumer purchase decisions on TikTok Shop among Yogyakarta students. These findings indicate that although ease of use is one of the important factors in technology adoption, in the context of this study these variables have not been able to drive real purchasing decisions. Yogyakarta students as a digital native generation in general are used to using various online shopping applications with relatively similar interfaces and features, so that ease of use is no longer a distinguishing factor in determining purchase decisions.

The insignificance of the effect of ease of use shows that respondents consider the ease of operating TikTok Shop as a basic requirement. As long as the app can be used smoothly to search for products, view reviews, and make transactions, consumers are less likely to make convenience a key consideration in making purchasing decisions. In other words, ease of use has become a standard factor that no longer provides special added value for consumers.

The characteristics of TikTok Shop as a platform that combines entertainment and shopping features also affect consumer behavior. Students are more interested in video content, product prices, promotions, and trends that are going viral than the technical aspects of using applications. As long as the purchase process can be carried out without significant obstacles, consumers will focus more on the attractiveness of the product and the benefits obtained, rather than on how easy the application is to use.

The results of this study are in line with several previous studies that stated that in experienced users, ease of use does not always have a significant effect on purchasing

decisions. This is due to the high level of digital literacy of students, so that they are able to adapt to various online shopping platforms without experiencing significant difficulties. As a result, variations in the perception of ease of use between respondents became relatively small and not strong enough to influence purchasing decisions.

It can be concluded that ease of use is not the main factor that determines student purchasing decisions on TikTok Shop. Purchase decisions are more influenced by other factors beyond ease of use, such as prices, promotions, discounts, product trends, as well as the appeal of the content that appears on the platform. These findings show that improving ease of use features alone cannot necessarily improve purchasing decisions if it is not balanced with attractive marketing strategies and offers.

Trust (X2) in the Purchase Decision

The results of the study showed that trust did not have a significant effect on consumer purchase decisions on TikTok Shop among Yogyakarta students. These findings indicate that the level of consumer trust in TikTok Shop has not yet been a major determining factor in driving purchase decisions. Although theoretically trust is often considered an important element in online transactions, in the context of this study its influence is not statistically proven.

The insignificance of the influence of trust can be explained by the characteristics of the respondents, the majority of whom are students with a high level of digital literacy. Students tend to have a good understanding of online transaction mechanisms, including payment systems, consumer protection, and return policies. This condition makes the level of trust in large e-commerce platforms such as TikTok Shop relatively uniform, so that it is no longer a differentiating factor in purchasing decision-making.

TikTok Shop as part of a popular social media platform has gained a reputation that is quite well known by young consumers. Trust in the platform system tends to be formed from the beginning, so consumers don't consider the trust aspect too deeply before making a purchase. As long as the transaction runs smoothly and does not cause a significant negative experience, consumers will continue to make purchases without making trust the main consideration.

The results of this study show that students pay more attention to other factors such as product prices, promotions, discounts, and trends that are going viral compared to the aspect of trust. Thus, although trust remains an important factor in online transactions, in this study trust plays a **supporting factor**, not as the main factor driving purchase decisions.

Quality of Service (X3) on Purchase Decision

Based on the results of the analysis, **the service quality variable did not have a significant effect on consumer purchase decisions on TikTok Shop among Yogyakarta students**. These findings show that the quality of services provided by TikTok Shop has not been able to have a real influence on respondents' purchasing decisions.

The insignificance of the effect of service quality can be caused by consumer perception that considers service quality as the **minimum standard** that must be met by every e-commerce platform. Students tend to expect services such as speed of response, ease of the return process, and clarity of product information as things that should already exist. As long as the service is at a reasonable level, consumers don't make it the main reason to decide on a purchase.

in the context of TikTok Shop, the buying process is often triggered by engaging and impulsive video content. Consumers are more affected by product displays, short reviews from sellers or creators, and ongoing promos compared to the overall quality of service. This makes the quality of service less considered in the early stages of purchasing decision-making.

The results of this study also indicate that students are more focused on the final result, namely the product received as expected, compared to the accompanying service process. As long as there are no significant problems, service quality is not the dominant consideration. Therefore, the quality of service in this study has not been able to significantly encourage purchase decisions.

Purchase Decision (Y) on TikTok Shop

Purchasing decisions in this study are dependent variables that are influenced by ease of use, trust, and service quality. However, based on the results of regression analysis, the three variables have not been able to explain the purchase decision significantly. This shows that students' purchasing decisions on TikTok Shop are more influenced by other factors outside of the research model.

Students as young consumers tend to have a purchasing pattern that is spontaneous and influenced by situational factors. Interesting video content, viral product trends, creator recommendations, and promos and discounts are the main factors that drive purchase decisions. In many cases, the purchase decision is made quickly without going through in-depth consideration regarding ease of use, trust, and service quality.

The purchase decision on TikTok Shop is also influenced by the personal needs and preferences of each individual. Consumers can make a purchase simply because they are interested in the product's visuals or feel that the product is popular on social media. This condition makes rational factors such as ease of use, trust, and service quality have a relatively small role in the decision-making process.

It can be concluded that students' purchasing decisions on TikTok Shop are driven more by emotional factors, promotions, and digital trends, than by the functional factors tested in this study. These findings show that to improve purchasing decisions, businesses on TikTok Shop need to focus more on creative marketing strategies, competitive price offers, and the use of platform trends and algorithms.

CONCLUSION

Based on the results of the study on the factors that affect consumers' purchase decisions on TikTok Shop, reviewed from the ease of use, trust, and quality of service in Yogyakarta students, it can be concluded that the three independent variables do not have a significant effect on purchase decisions. These results show that ease of use, trust, and service quality have not been able to be the main factors that encourage students to make purchasing decisions on the TikTok Shop platform.

The ease of use does not have a significant effect on the purchase decision because Yogyakarta students, as active users of digital technology, are used to using various online shopping applications. The ease of operating the application is considered a thing that should exist, so it is no longer the main consideration in determining purchase decisions. Consumers focus more on other factors that are perceived as more interesting and relevant.

Trust also did not show a significant influence on purchasing decisions. This indicates that students' level of trust in TikTok Shop tends to have been formed in general as part of a large platform that is widely known. Thus, trust plays a role as a basic supporting factor, but it is not a differentiating factor that directly drives purchase decisions.

The quality of service has no significant effect on the purchase decision. Students tend to consider service quality as the minimum standard that must be met by every e-commerce platform. As long as the service runs well and does not cause significant problems, the quality of the service is not a major consideration in the purchase decision-making process.

Overall, the results of this study show that students' purchasing decisions on TikTok Shop are more influenced by other factors outside of the variables studied, such as price, promotions, discounts, viral product trends, the influence of video content, and consumers' personal needs and preferences. These findings confirm that in the context of TikTok Shop, purchase decisions tend to be influenced by emotional and situational factors rather than functional factors such as ease of use, trust, and quality of service.

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