THE INFLUENCE OF DIGITAL MARKETING ON BUYING INTEREST, PURCHASE DECISIONS, AND CONSUMER SATISFACTION OF FASHION PRODUCTS IN TIK TOK SHOP

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Abstract

The development of digital technology has changed marketing methods from traditional methods to methods that use technology. This study aims to determine the influence of digital marketing on purchasing interest, purchasing decisions, and consumer satisfaction with fashion products on TikTok Shop. The method used is quantitative with an explanatory approach. Data were obtained from an online questionnaire given to 151 people who had purchased fashion products on TikTok Shop, then analyzed using SPSS with validity, reliability, correlation, and simple linear regression tests. The results showed that digital marketing has a positive and significant influence on purchasing interest ($R^2 = 0.518$), purchasing decisions ($R^2 = 0.531$), and consumer satisfaction ($R^2 = 0.473$). This means that the more effective the digital marketing strategy used, the higher the purchasing interest, purchasing decisions, and consumer satisfaction. This study provides a theoretical contribution to the development of digital marketing science, as well as providing practical recommendations for small and medium-sized business actors in the fashion sector on TikTok Shop to maximize digital marketing strategies as a way to increase sales and customer loyalty.

Keywords: Digital Marketing, Purchasing Interest, Purchasing Decisions, Consumer Satisfaction, TikTok Shop

INTRODUCTION

The development of digital technology has transformed the way the modern retail industry operates, particularly due to the growing role of social media in influencing people's shopping habits. One platform that has grown rapidly is TikTok. Initially known only as an entertainment app featuring short videos, TikTok has now evolved into a social commerce platform through its TikTok Shop feature. With over one billion users worldwide, TikTok presents a significant opportunity for businesses to reach a large number of consumers with a high level of interaction. According to Kotler & Keller (2012a), digital marketing is a form of marketing that utilizes digital technology and the internet to effectively convey messages to consumers.

With digital marketing, consumers can easily search, learn about, and compare products before deciding to purchase. With the development of technology, social media has become a key tool in digital marketing, including creating promotional videos and live streaming as strategies to attract buyers. TikTok is now the largest social commerce platform in the world. Based on data from Kemp (2023) used in research by Nur Islah et al. (2023), TikTok has more than 1.051 billion active users and ranks sixth among global social media platforms. Indonesia is the country with the second-largest number of TikTok users after the United States, with around 109.90 million active users. For micro, small, and medium enterprises (MSMEs), this presents a significant opportunity to expand the market and increase sales using innovative digital marketing strategies.

TikTok provides various features that support marketing activities, such as live streaming, video content, and influencer marketing, which allow sellers to interact directly with potential buyers online. This strategy makes promotions more attractive, interactive, and efficient than traditional methods such as word-of-mouth. According to Handayani (2023), the main goal of effective marketing is to keep the product in the minds of consumers so that they are encouraged to buy. With the right digital marketing strategy, business actors can increase purchasing interest, encourage purchasing decisions, and ultimately create consumer satisfaction with the products offered. This study aims to analyze the impact of digital marketing on consumer behavior for fashion products in TikTok Shop. This study focuses on three main stages, namely purchasing interest, purchasing decisions, and consumer satisfaction. Based on the problem formulation, this study aims to answer three main questions, namely: (1) does digital marketing influence consumer purchasing interest for fashion products in TikTok Shop; (2) does digital marketing influence purchasing decisions; and (3) does digital marketing influence consumer satisfaction? In general, the purpose of this study is to explain how digital marketing influences purchasing interest, purchasing decisions, and the level of consumer satisfaction with fashion products in TikTok Shop. The results of this study are expected to provide theoretical benefits, namely enriching the literature and developing theories on digital marketing and consumer behavior; practical benefits, namely providing recommendations for effective digital marketing strategies for MSME entrepreneurs in the fashion sector on TikTok Shop in order to increase competitiveness and consumer loyalty; and academic benefits, namely becoming a reference. for further research related to digital marketing and consumer behavior in the social media era.

REVIEW OF LITERATURE

Digital Marketing

Digital marketing is a form of marketing that uses digital technology and the internet as the primary means of conveying information, building relationships with customers, and increasing sales of products or services.

According to Chaffey and Ellis-Chadwick (2019), digital marketing encompasses all marketing activities conducted through digital channels such as social media, search engines, email, websites, and e-commerce platforms, with the goal of creating two-way interactions between companies and customers. Meanwhile, Kotler & Keller (2012a) emphasize that digital marketing helps expand markets, reduce advertising costs, and enable more personalized marketing based on direct customer behavior. In the context of TikTok Shop, effective digital marketing strategies include the use of engaging video content, influencer marketing, and affiliate systems that can increase visibility and customer trust in fashion products. Thus, digital marketing is a crucial factor influencing how people perceive, are attracted to, and decide to purchase products today.

Purchase interest

Purchase interest is a person's desire to buy a product after evaluating and considering the information they have received. According to Schiffman and Wisenblit (2019), purchase interest is the psychological stage before a person makes a purchasing decision, where consumers show interest in a brand or product. In another explanation, Kotler and Keller (2012b) state that purchase interest is influenced by how consumers perceive the product's value, their previous experiences, and the influence of advertising or promotions they receive. In digital marketing, purchase interest can arise from engaging advertising content, reviews from others, and interactions on social media. Research by Prasad and Jha (2021) shows that informative, honest, and relevant digital content can significantly increase purchase interest. Therefore, a good digital marketing strategy is crucial in shaping consumer purchase interest through interactive and trustworthy communication.

Buying decision

Purchasing decisions are the end result of a consumer's evaluation of alternatives before deciding on a particular product or brand. (Kotler and Armstrong 2022) explain that purchasing decisions are influenced by internal factors such as motivation, perception, and experience, as well as external factors such as the social environment, economics, and marketing strategies. In an e-commerce context like TikTok Shop, the purchasing decision-making process becomes more complex because consumers are exposed to various forms of digital information, interactive promotions, and recommendations from other users. Research by Putri and Widyastuti (2020) found that trust in the platform and the quality of information presented through digital marketing strategies significantly influence online purchasing decisions. Furthermore, visual elements, testimonials, and review systems are also important aspects that influence consumers in making digital fashion product purchasing decisions.

Purchase Satisfaction

Purchase satisfaction is an assessment after someone purchases a product or service, indicating the extent to which consumer expectations are met or even exceeded. According to Zeithaml, Bitner, and Gremler (2020), consumer satisfaction arises when there is alignment between expectations and the actual performance of the product received. In the world of digital marketing, consumer satisfaction depends not only on product quality but also on the overall experience of using digital services, such as ease of transaction, speed of delivery, and the quality of interactions through online platforms. Research by Rahmawati and Lestari (2022) shows that digital marketing strategies that provide a good user experience will have a significant impact on consumer satisfaction levels. High satisfaction will lead to loyalty, positive recommendations, and the desire to repurchase in the future. Therefore, digital marketing plays a role not only in attracting attention and encouraging purchases but also in maintaining consumer satisfaction and loyalty to fashion products on the TikTok Shop

Relationship between variables

In this study, digital marketing serves as an independent variable (X) that influences consumer behavior. Digital marketing encompasses various marketing strategies through digital channels, such as social media, websites, email, and e-commerce. One of the platforms used is TikTok, known as an interactive and creative marketing medium (Ryan, 2014; Wahyuni et al., nd2024). The implementation of digital marketing through TikTok, such as video content, live shopping, influencer endorsements, and interactive promotions, is believed to increase consumer purchasing interest (Y1) towards fashion products (Dodds et al., 1991; Kotler & Keller, 2012b). Furthermore, purchasing interest acts as a mediator that encourages consumers to make purchasing decisions (Y2).

Consumers with high purchasing intentions tend to make purchasing decisions more quickly because they feel attracted to and trust the product being offered (Politeknik et al., 2023). Furthermore, digital marketing can also directly influence purchasing decisions, such as through discounts, recommendations from influencers, or interactive shopping experiences on digital platforms. Once consumers have made a purchase decision, their experiences during the purchase process and interactions with the product will influence consumer satisfaction (Y3).

Consumers who feel their purchases meet or even exceed their expectations will be satisfied. This satisfaction is a key indicator of the success of a digital marketing strategy (Situmorang et al., 2024; Kotler & Keller, 2012a). Thus, the relationship between variables can be explained sequentially: Digital Marketing → Purchase Intention → Purchase Decision → Consumer Satisfaction, with an additional direct path from digital marketing to purchase decision and consumer satisfaction.

RESEARCH METHOD

Types and Approaches of Research

The type of research used is quantitative research with an explanatory approach. This approach was chosen because the study aims to explain the causal relationship between the independent variable (digital marketing) and the dependent variables (purchase intention, purchase decision, and customer satisfaction). This study used a survey method with a questionnaire as the primary instrument to obtain data from respondents.

Population and Sample

Population and Sample The population in this study is all fashion product consumers who make purchases through TikTok Shop in Indonesia **. The sample** was taken using a purposive sampling technique, namely selecting respondents based on certain criteria, including: Consumers who have purchased fashion products on TikTok Shop at least once in the last 6 months. At least 17 years old (assumed to be able to make their own purchasing decisions).

Data Collection Techniques

Primary data was obtained by distributing an online questionnaire via Google Forms or social media (WhatsApp, Instagram, TikTok). This online distribution was conducted to reach a wider audience of TikTok Shop users. Additionally, secondary data was obtained through literature review of journals, articles, and reports related to digital marketing and consumer behavior.

Research instrument (Likert questionnaire)

The research instrument was a questionnaire with a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). The indicators used included:

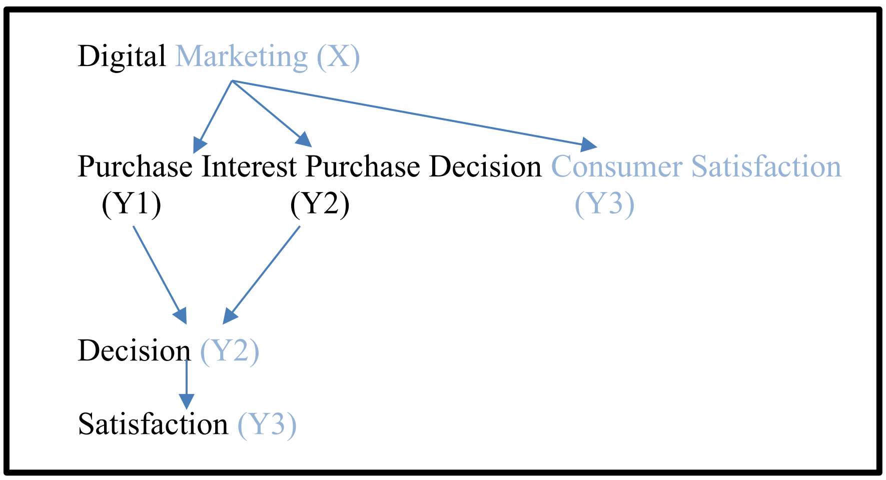
Digital Marketing (X): advertising, promotions, influencers, live streaming, ease of transactions.

Purchase Interest (Y1): purchase intention, interest in product, brand preference.

Purchasing Decision (Y2): product selection decision, purchase timing decision, price/quality considerations.

Consumer Satisfaction (Y3): satisfaction with quality, shopping experience, and meeting expectations. The questionnaire will be pre-tested using validity (Pearson Correlation) and reliability (Cronbach's Alpha) to ensure the instrument's suitability.

Conceptual Framework



Explanation of Conceptual Framework

This conceptual framework explains the relationship between one independent variable, namely Digital Marketing, with three dependent variables, namely Purchase Interest, Purchase Decision, and Consumer Satisfaction.

1. Digital Marketing (X) plays a major role in influencing consumer behavior. Digital marketing strategies, such as advertising, promotions, and online interactions, are believed to influence consumer attitudes and decisions.
2. Purchase Intention (Y1) Purchase intention arises as a consumer's initial response to digital marketing stimuli. The more intense and effective the digital marketing strategy used, the more likely consumers are to be interested in purchasing a product.

3. Purchase Decision (Y2) After a purchase intention is developed, consumers will take the next step: making a purchase decision. This decision is not only directly influenced by digital marketing but also driven by their existing level of purchase intention.
4. Consumer Satisfaction (Y3) The final stage in the purchasing process is consumer satisfaction. Effective digital marketing, informed purchasing decisions, and a positive shopping experience are expected to increase consumer satisfaction levels.

Research Hypothesis

This study aims to explain the influence of digital marketing on purchase intention, purchasing decisions, and consumer satisfaction. Through analysis, this study focuses on how the implementation of digital marketing strategies can increase consumer interest in purchasing products, influence the purchasing decision-making process, and impact the level of satisfaction consumers experience after making a purchase.

H1 : Digital marketing has a significant positive effect on consumer purchasing interest.
H2 : Digital marketing has a significant positive influence on consumer purchasing decisions.
H3 : Digital marketing has a significant positive effect on consumer satisfaction.

RESULTS AND DISCUSSION

Descriptive Statistical Test

Descriptive statistical testing is an analysis used to describe or illustrate the characteristics of research data, such as the number of respondents, average value (mean), minimum value, maximum value, and standard deviation. This analysis aims to determine the respondent profile and a general overview of questionnaire responses (average, minimum, maximum, standard deviation), and also provides an overview of the distribution and trends of the data before hypothesis testing. In research processed using SPSS, this test helps researchers understand the basic data patterns of each research variable.(Tri Basuki, n.d.)

Statistical Test Table for variables X, Y1, Y2, Y3
Statistics

		X	Y1	Y2	Y3
N	Valid	151	151	149	149
	Missing	0	0	2	2
Mean		3.5444	3.3791	3.5738	3.5034
Standard Error of Mean		.05085	.05016	.05076	.04984
Standard Deviation		.62489	.61634	.61957	.60832
Minimum		1.00	1.00	1.00	1.00
Maximum		5.00	5.00	5.00	5.00

X Validity Test Results

Validity test is used to measure the extent to which the statement items in the questionnaire are able to reveal or measure the intended variables accurately. with the aim: To find out whether each question item is valid (measures what should be measured). Based on the results of the validity test on variable X, the Corrected Item-Total Correlation value for all question items (X1–X5) shows a value above 0.30, which ranges from 0.539 to 0.706. This indicates that all question items in variable X are declared valid, because they meet the minimum criteria of item-total correlation > 0.30 ((Setiawan et al., n.d.)Thus, all question items in variable X are suitable for use Table for further analysis.

Table. Validity Test of Variable X

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	14.05	6,491	.619	.791
X2	14.08	6,420	.706	.768
X3	14.25	6,510	.622	.790
X4	14.14	6,481	.626	.790
X5	14.36	6,700	.539	.815

Y1 Validity Test

A validity test was conducted to determine the extent to which the statements in the questionnaire were able to accurately measure variable Y1. Based on the results of the validity test, all statement items (Y1_1 to Y1_4) had Corrected Item-Total Correlation values above 0.30, ranging from 0.527 to 0.596. Thus, all items were declared valid because they met the criteria for item-total correlation values > 0.30 (Setiawan et al., n.d.). This indicates that all statement items in variable Y1 were able to consistently measure the intended construct and were suitable for use in further analysis.

Table. Validity test of variable Y1

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1_1	9.93	3,836	0.527	.791
Y1_2	10.13	3,262	0.685	.713
Y1_3	10.23	3,753	0.654	.733
Y1_4	10.25	3,736	0.596	.758

Y2 Validity Test

The validity test aims to assess the extent to which the statement items in the questionnaire are able to accurately measure the Y2 variable. Based on the validity test results, the Corrected Item-Total Correlation value for each item (Y2_1 to Y2_4) is in the range of 0.348 to 0.680. All items have values above 0.30, so it can be concluded that all statements in the Y2 variable are declared valid and suitable for use in further analysis (Setiawan et al., n.d.). This indicates that each item is able to represent the construct of the Y2 variable well.

Table. Validity test of variable Y2
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y2_1	11.07	4,279	.348	.801
Y2_2	10:48	3,602	.558	.692
Y2_3	10.73	3,671	.643	.648
Y2_4	10.61	3,402	.680	.621

Y3 Validity Test

A validity test was conducted to determine the extent to which the statement items in the questionnaire were able to accurately measure the Y3 variable. Based on the validity test results, all statement items (Y3_1 to Y3_5) had a Corrected Item-Total Correlation value above 0.30, which ranged from 0.634 to 0.699. Thus, all items were declared valid, because they met the item-total correlation criteria > 0.30 (Setiawan et al., n.d.). These results indicate that all statements in the Y3 variable have been able to represent the measured construct consistently and can be used for further analysis.

Table. Validity test of variable Y3
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y3_1	14.01	6,446	.634	.857
Y3_2	13.99	6,074	.720	.837
Y3_3	14.01	6,230	.681	.846
Y3_4	14.05	5,788	.743	.831
Y3_5	14.00	6,027	.699	.842

Reliability Test Results (Cronbach's Alpha)

Reliability Test Results Table

Variables	Cronbach's	Information
X	0.826	Reliable
Y1	0.800	Reliable
Y2	0.754	Reliable
Y3	0.870	Reliable

The table above shows that all variables have a Cronbach's Alpha value above 0.70, indicating that each item in the questionnaire for the variables Digital Marketing (X=0.826), Purchase Intention (Y1=0.800), Purchase Decision (Y2=0.754), and Consumer Satisfaction (Y3=0.870) is reliable. This indicates that the research instrument has good internal consistency and can be trusted for use in subsequent analysis stages.

Multicollinearity Test Results

Table. Multicollinearity Test of Variable X against Variable Y1

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	.863	.202		4,274	.000		
	X	.710	.056	.720	12,657	.000	1,000	1,000

a. Dependent Variable: Y1

Table. Multicollinearity Test of Variable X against Variable Y2

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	1,023	.201		5,099	.000		
	X	.720	.056	.729	12,902	.000	1,000	1,000

a. Dependent Variable: Y2

Table. Multicollinearity Test of Variable X against Variable Y3

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	1,134	.210		5,414	.000		
	X	.667	.058	.688	11,482	.000	1,000	1,000

a. Dependent Variable: Y3

A multicollinearity test is conducted to determine whether there is a strong relationship between independent variables in the regression model. Based on the results of the analysis on the independent variable **X against the dependent variable Y1** , the Tolerance value is 1,000 and the VIF is 1,000. Because the Tolerance value is greater than 0.10 and the VIF value is less than 10, and the analysis for the independent variable **X against Variable Y2** , the Tolerance value is 1,000 and the VIF is 1,000. These values indicate that Tolerance> 0.10 and VIF <10, the following for the results of the multicollinearity test on the independent variable **X against the dependent variable Y3** , the Tolerance value is 1,000, and the VIF is 1,000. Because the Tolerance value is > 0.10 and the VIF value is < 10, and from the three tables above, it can be concluded that there are no symptoms of multicollinearity in the three dependent variables, which means that the independent variable X does not have a strong relationship with other variables and is suitable for use in regression analysis on variables Y1, Y2, and Y3.

Multiple Linear Regression Test

Multiple regression testing is a statistical analysis method used to determine the extent of influence of an independent variable (X) on a dependent variable (Y) by involving more than one independent or dependent variable. In the context of this research, multiple regression testing is conducted separately to examine the influence of variable X on each dependent variable, namely Y1, Y2, and Y3.

This analysis aims to determine whether variable X (e.g., Digital Marketing) has a significant influence on each dependent variable, such as Purchase Intention (Y1), Purchase Decision (Y2), and Consumer Satisfaction (Y3), individually. By conducting separate regression tests, researchers can understand the more specific relationships and direction of influence of the independent variables on each aspect of the dependent variable.

T-test

To evaluate the influence of each independent variable on the dependent variable partially. If the significance value is <0.05, this indicates a significant influence of the independent variables on the dependent variable.

Table of T-Test Results for Variable X against Variable Y1

Coefficients [a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	.863	.202		4,274	.000
	X	.710	.056	.720	12,657	.000

a. Dependent Variable: Y1

Table of T-Test Results for Variable X against Variable Y2

Coefficients [a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	1,023	.201		5,099	.000
	X	.720	.056	.729	12,902	.000

a. Dependent Variable: Y2

T-Test Results Table for Variable X against Y3

Coefficients [a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	1,134	.210		5,414	.000
	X	.667	.058	.688	11,482	.000

a. Dependent Variable: Y3

Based on the results of the three tables above

1. The calculated T value = 12.657 with a significance value (Sig.) of 0.000 < 0.05 indicates that variable X has a significant influence on Y1. This means that statistically, there is strong evidence that variable X truly influences Y1, not due to chance or random factors. Therefore, it can be concluded that the higher the influence of variable X, the higher the value of variable Y1.

2. The value of B = 0.720 indicates that every one unit increase in variable X will increase the value of Y2 by 0.720 units. A positive regression coefficient value indicates a unidirectional relationship between the two variables. The calculated t value = 12.902 with Sig. = 0.000 < 0.05 indicates that the effect of X on Y2 is statistically significant. Thus, the regression equation can be written as follows: Y2 = 1.023 + 0.720 x Y2 = 1.023 + 0.720, Thus it can be concluded that the higher the value of variable X, the higher the value of variable Y2.
3. The value of B = 0.667 indicates that every one unit increase in variable X will increase the value of Y3 by 0.667 units. This positive coefficient means that there is a unidirectional and positive relationship between X and Y3 — the higher the value of X, the higher the value of Y3. In addition, the calculated t value = 11.482 with Sig. = 0.000 < 0.05 indicates that the effect of X on Y3 is statistically significant. **Thus** , it can be concluded that the higher the value of variable X, the higher the value of variable Y3.

F Test

Testing the simultaneous influence of independent variables on the dependent variable. If the significance value is <0.05, this indicates a positive and significant influence of the independent variables on the dependent variable. Furthermore, if the calculated F value is > F table, it can be concluded that the independent variables collectively have a significant influence on the dependent variable.

F. Test Table. X against Y1

ANOVA [a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	29,524	1	29,524	160,211	.000 [b]
	Residual	27,458	149	.184		
	Total	56,982	150			

a. Dependent Variable: Y1
b. Predictors: (Constant), X

F. Test Table. X against Y2

ANOVA [a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	30,170	1	30,170	166,461	.000 [b]
	Residual	26,643	147	.181		
	Total	56,813	148			

a. Dependent Variable: Y2
b. Predictors: (Constant), X

F. Test Table. X against Y3

ANOVA [a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	25,894	1	25,894	131,830	.000 [b]

	Residual	28,874	147	.196		
	Total	54,768	148			

a. Dependent Variable: Y3
b. Predictors: (Constant), X

Based on the results of the F Test (ANOVA [a]) in the three tables above, **the F value for variable X against Y1** is calculated = 160.211 with a significance value (Sig.) of 0.000 <0.05. and for **the F value for variable X against Y2** it is calculated = 166.461 with a significance of 0.000 <0.05 indicating that the regression model used is significant (sig) and then for **the F value for variable X against Y3** it is calculated = 131.830 with a significance of = 0.000 <0.05 indicating that the regression model used is statistically significant. Thus, from the three results of the F Test table, namely between variable X and Variables Y1, Y2 and Y3, this shows that the regression model formed between variable X and Variables Y1, Y2 and Y3 as a whole is significant, which means that variable X has a significant effect on variables Y1, Y2 and Y3. In other words, the resulting regression model can be used to predict changes in Variables Y1, Y2 and Y3 based on changes in variable X.

R^2 Test

Table. Results of the R2 test of variable X against Y1

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.720 [a]	.518	.515	.42928

a. Predictors: (Constant), X

Table. Results of the R2 test of variable X against Y2

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.729 [a]	.531	.528	.42573

a. Predictors: (Constant), X

Table. Results of the R2 test of variable X against Y3

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.688 [a]	.473	.469	.44320

a. Predictors: (Constant), X

The R^2 (Coefficient of Determination) test is an analysis used to measure the extent to which an independent variable can explain a dependent variable. The R^2 value indicates the proportion of variation in the dependent variable that can be explained by the independent variable in the regression model. From the three tables above, the correlation coefficient (R) value of 0.720 indicates that there is a strong relationship between **variables X and Y1** . The R Square (R^2) value of 0.518 means that 51.8% of the variation in changes in variable Y1 can be explained by variable X, while the remaining 48.2% is influenced by other factors outside this research model. Meanwhile, the Adjusted R Square of 0.515 shows almost the same results, indicating that the regression model is quite stable and there are no significant deviations due to the number of samples. Meanwhile, for the second table, the correlation value (R) of 0.729 indicates a strong relationship between **variables X and Y2** . The R Square (R^2) value of 0.531 means that 53.1% of the variation in changes in Y2 can be explained by variable X, while the remaining 46.9% is explained by other factors outside the model. The Adjusted R Square value of 0.528 indicates that the regression model is quite stable and has a good data fit. And for table 3 it is explained that the correlation value (R) of 0.688 indicates a strong and positive relationship between **variables X and Y3** . The R Square (R^2) value of 0.473 indicates that 47.3% of the variation in changes in Y3 can be explained by variable X, while the remaining 52.7% is explained by other factors outside the research model. Meanwhile, the Adjusted R Square value (0.469) shows almost the same results, indicating that the regression model used is quite stable and in accordance with the research data. So from the results of the three tables it has been explained that the smaller the value, the better the regression model.

The Influence of Digital Marketing on Consumer Purchase Interest

Based on the results of the regression test, the R value = 0.720, $R^2 = 0.518$, and significance (Sig.) = $0.000 < 0.05$ were obtained. These results indicate that digital marketing has a positive and significant effect on consumer purchasing interest in fashion products on TikTok Shop. This means that the better the digital marketing strategy used by the seller, the higher the consumer purchasing interest in the products offered. These findings indicate that various digital marketing activities such as promotional videos, live streaming, collaboration with influencers, and ease of digital transactions are able to attract consumer attention. This is in accordance with the theory put forward by Kotler & Keller (2016), that purchasing interest is the consumer's initial response to an attractive marketing stimulus. This study also supports the results of the study by Wahyuni et al. (2024) which states that TikTok as a social media platform is able to increase purchasing interest through creative content strategies, direct interaction, and personalized algorithms that suit user preferences. Thus, digital marketing is a major factor in increasing consumer purchasing interest in the digital marketing era. The practical implication of these results is that MSMEs on TikTok Shop need to maximize creative and interactive promotional content strategies, such as the use of short videos with a storytelling concept, engaging live streaming, and endorsements from influencers with audiences aligned with their target market. These steps have proven effective in attracting potential buyers and strengthening purchasing interest in the fashion products they sell.

The Influence of Digital Marketing on Consumer Purchasing Decisions

The results of the regression test between digital marketing (X) and purchasing decisions (Y2) showed an R value of 0.729, $R^2 = 0.531$, and Sig. = $0.000 < 0.05$. This indicates that digital marketing has a positive and significant influence on consumer purchasing decisions for fashion products on TikTok Shop. Thus, the higher the intensity and effectiveness of the digital marketing strategy implemented, the more likely consumers are to decide to purchase the product. This finding supports the opinion of Politeknik et al. (2023) who stated that purchasing decisions are influenced by consumer perceptions of product value and the effectiveness of digital promotional strategies carried out by sellers. In addition, this result is also in line with the theory of Kotler & Keller (2016) which explains that purchasing decisions are the result of alternative evaluations, where consumers weigh various factors such as product information, price, and brand image before making a transaction. In the context of TikTok Shop, purchasing decisions are often triggered by easy access to product information, clarity of price information, and positive transaction experiences. These factors make consumers more confident in making a purchase. Effective digital marketing implementation on this platform plays a crucial role in shaping consumer decisions. Clarity of customer reviews and direct interaction through live streaming features help increase consumer trust in the products being sold. According to Situmorang et al. (2024), good digital interactions between sellers and buyers can increase trust and encourage purchases. In practice, the results of this study recommend that businesses maximize honest, fast, and informative digital communication strategies, such as displaying customer reviews transparently, expediting message responses, and maintaining the reputation of online stores so that buyers feel safe and confident in purchasing.

The Influence of Digital Marketing on Consumer Satisfaction

The results of the regression test between digital marketing (X) and consumer satisfaction (Y3) showed an R value of 0.688, $R^2 = 0.473$, and Sig. = $0.000 < 0.05$. These results indicate that digital marketing has a positive and significant influence on consumer satisfaction of fashion products in TikTok Shop. The better the quality and effectiveness of digital marketing implementation, the higher the level of consumer satisfaction after making a purchase. These results support the theory of Kotler & Keller (2016), which explains that consumer satisfaction arises when the actual experience matches or exceeds consumer expectations for products and services. In the context of this study, consumers can feel satisfied due to easy transactions, fast delivery, clear product information, and a pleasant shopping experience in TikTok Shop. This finding is also in line with the research of Situmorang et al. (2024), which states that brand image and marketing activities on social media influence consumer satisfaction through purchasing decisions. This means that effective digital interactions not only encourage purchases but also increase positive

Interrelationship between variables and comprehensive analysis

The results of the study indicate that digital marketing has a positive and significant impact on purchase intention, purchase decisions, and consumer satisfaction. This finding directly answers the research question, which asks how much digital marketing strategies can influence these three aspects of consumer behavior. Empirically, these results also support the research objective, which aims to explain the relationship between digital marketing and the stages of consumer behavior, which occur sequentially, starting from the emergence of purchase intention (Y1), then the purchase decision (Y2), and finally resulting in consumer satisfaction (Y3). The relationship between these variables supports the consumer behavior model proposed by Schiffman and Kanuk (2010), where the decision-making process includes the stages of need recognition, information search, alternative evaluation, purchase decision, and post-purchase attitudes. In the context of digital marketing, each stage of this process is strongly influenced by marketing strategies that are interactive, responsive, and tailored to consumer needs. This shows that digital marketing functions not only as a promotional medium but also as a means of building long-term relationships with consumers through two-way communication and a better shopping experience.

Research Limitations and Research Recommendations

This study has several limitations that should be considered as a reference for future research. The independent variables used focused solely on digital marketing aspects, thus excluding other factors such as price, brand image, and consumer trust, which can also influence purchase intentions and decisions. The study's respondents were limited to TikTok Shop users in Indonesia, so the results cannot be applied to other e-commerce platforms such as Shopee, Lazada, or Tokopedia. Furthermore, data collection was conducted through an online questionnaire, which could introduce bias in respondents' perceptions. This study was cross-sectional in nature, thus unable to demonstrate changes in consumer behavior over time. The analysis did not examine mediation and moderation between purchase intention, purchase decision, and consumer satisfaction, although this could enrich our understanding of the relationships between these variables. For future research, it is recommended to expand the number and types of variables studied, incorporate mixed-methods (quantitative and qualitative), and expand the sample size to ensure more comprehensive, representative results and contribute to the development of studies on contemporary consumer behavior.

Research Implications

This research has significant implications both academically and practically. Academically, the research findings contribute to a richer understanding of digital marketing, particularly in demonstrating how digital marketing strategies can influence consumer behavior across a chain, from the emergence of purchase intention, through the decision-making process, to post-purchase satisfaction. These findings can also serve as a reference for other researchers conducting further research on consumer behavior in the context of digital marketing through social media. Theoretically, the research findings contribute to the development of digital marketing studies by emphasizing the role of social media, particularly TikTok Shop, as an effective platform in shaping consumer behavior.

Practically, these findings provide insights for businesses, particularly MSMEs in the fashion sector, on how to optimize digital marketing strategies to increase purchase intention, drive purchasing decisions, and maintain customer satisfaction. Furthermore, academically, this research can serve as a reference for other researchers seeking to further explore the impact of digital marketing on consumer behavior in the digital age.

CONCLUSION

Overall, the results of this study indicate that digital marketing has a positive and significant influence on purchase intention, purchase decisions, and consumer satisfaction when purchasing fashion products on TikTok Shop. Digital marketing has proven to be a key strategy capable of influencing consumer behavior from the initial stages to the final stages of the purchasing process. The results of this study contribute to the academic world by strengthening digital marketing theory. Furthermore, this research also provides practical benefits for MSME entrepreneurs to optimally utilize social media as an effective, efficient, and customer-focused promotional tool.

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