

Analysis of the Influence of Service Quality, Price, Promotion, and Customer Experience on Purchase Decisions on the TikTok Platform

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ABSTRACT

The digital revolution and integration between social media and e-commerce have created a significant transformation in consumer behavior, including in Indonesia. TikTok, as a platform originally known for sharing short videos, has now grown into an in-demand online commerce channel, especially after its integration with Tokopedia. This study aims to analyze the influence of service quality, price, promotion, and customer experience on the purchase decisions of TikTok user employees in South Jakarta. This study uses a quantitative approach with purposive sampling techniques on 100 respondents who are professional employees. Data were collected through questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that promotions have the most dominant influence on customer experience, which in turn significantly influences purchasing decisions. These findings indicate the importance of customer experience management in increasing loyalty and purchase decisions, as well as providing strategic recommendations for MSME players and regulators in optimizing TikTok's potential as an integrated e-commerce platform.

INTRODUCTION

The digital revolution has drastically changed the face of the business world, including the way consumers shop and interact with brands. The development of technology and the internet has facilitated the emergence of e-commerce platforms and online marketplaces that are increasingly in demand by consumers. Research by IDX Channel (2023) Indonesia is the 2nd largest country that uses the Tiktok platform after the United States and 69% of its users work, 35.7% as permanent workers, 21% as freelancers, 19% as students, and 12% as part-time workers.

One of the platforms that has experienced rapid growth in recent years for online shopping is Tiktok, which was originally known as a social media application for sharing short videos, but is now also an important channel for sellers to market and sell products online (Singh & Sailo, 2023). Tiktok has attracted the interest of many users with its engaging and interactive content, as well as its ability to reach a wide audience. Seeing this potential, many business actors are starting to use Tiktok as a new sales channel, creating new opportunities in the world of e-commerce.

One of the main advantages of online marketplaces like Tiktok is their ability to reach consumers globally and offer a convenient shopping experience without geographical restrictions (Gursoy et al., 2022). Consumers can access products and services from around the world with just a few clicks, opening up new opportunities for businesses to expand their market reach. In addition, online marketplaces also provide price transparency and ease in comparing products, so consumers can make more informed purchasing decisions.

Nonetheless, the success of online sales in a marketplace like Tiktok does not only depend on product availability and competitive prices. Other factors such as service quality, effective promotional strategies, and positive customer experience also play an important role in influencing decisions, if the process is not good, it will give rise to complaints to customers or customers.

Ahmad Dani Faisal. (2022, July 9), concluded that there were 3692 consumer complaints, the most from the E-Commerce sector. Among them are user or customer experience, payment process, quality, customer service, prices that have been informed. can increase consumer trust and loyalty to the platform.

In addition, the closure of the tiktok shop some time ago by the government and the reopening with tiktok acquiring Tokped, this is an urgent matter whether the customer experience can be disrupted, one of which is that overlapping functions can result in user confusion and the potential for market cannibalization Wijaya et al. (2023) Another challenge is the harmonization of the payment system, and the different return policies between the two platforms, This includes service quality, in addition to how technology adaptation can be implemented by MSMEs as resellers so that they can regulate pricing strategies, the quality of services that can be provided to customers, and the role of the government is still needed to regulate the security of customer data, both buyers and sellers, so that it is not leaked. Suharto and Prasetyo (2024) identified the issue of data privacy as the main concern in this integration.

This study was carried out with the aim of exploring the impact of various variables on consumer decision-making processes in a unique context. The main focus is to unravel how elements such as quality of service, pricing, promotional activities, and user experience affect purchasing choices among professionals who actively use the TikTok application.

LITERATURE REVIEW

Theory: Service Quality (SERVQUAL – Five Dimensions of RATER)

SERVQUAL is a theory that measures service quality with five dimensions, five aspects, namely reliability, responsiveness, assurance, empathy, and physical evidence. This theory can be used to assess the quality of services provided by insurance companies through the Sequis application, as well as to find out whether the application successfully meets customer needs in terms of service quality. (Kim H.W, 2017), namely: Reliability (Reliability), Assurance (Assurance), Tangibles (Physical Evidence), Empathy (Empathy), Responsiveness (Responsiveness).

The RATER dimension has been validated and changed according to the context of the latest research. For example, the RATER dimension in e-commerce services has been changed by adding elements such as security and privacy (Amen, 2016). Additionally, studies have investigated how the dimensions of RATER correlate with other factors such as customer satisfaction, loyalty, and repurchase intent "Shaheen", 2019).

Price

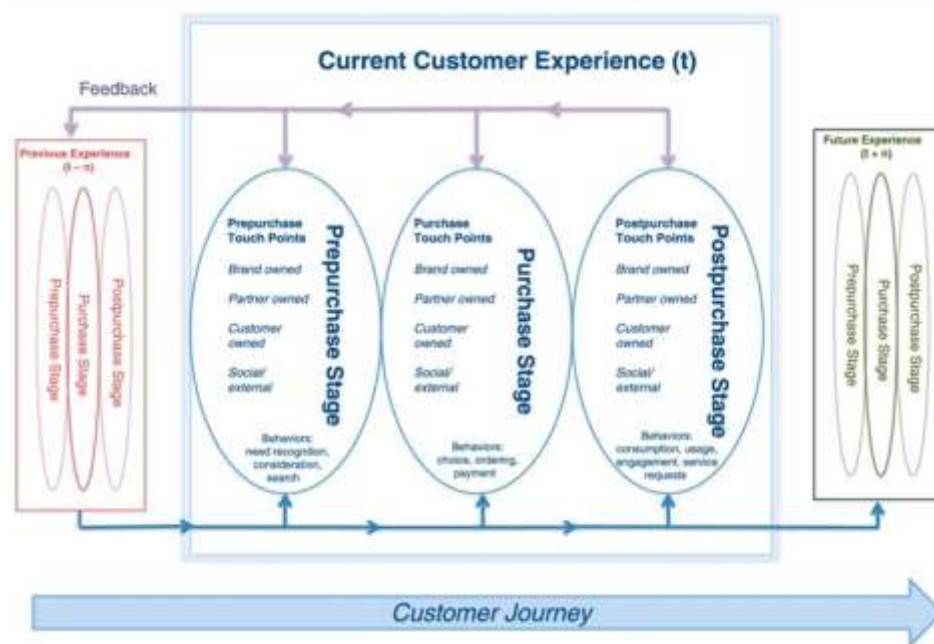
In the context of this study, price can be an important factor that influences employee purchasing decisions on the Tiktok platform. As explained by Subramaniam and Ramachandran (2022), "Fair price perception by consumers can create satisfaction and a positive customer experience." If employees consider the price offered by Tiktok to be a reasonable price and in accordance with the value they receive, then their tendency to buy or use the service will be even higher.

Promotion

The main purpose of promotion is to create brand awareness, form a positive perception of the product or service, and encourage consumer buying interest and purchasing decisions (Clow & Baack, 2018).

In the context of this study, promotion can be an important factor that influences employee purchasing decisions on the Tiktok platform. As explained by Shimp and Andrews (2022), "Effective promotional efforts can increase brand awareness, buying interest, and consumer purchasing decisions." Promotions carried out by Tiktok, such as advertisements, Paydays, discounts, or loyalty programs, can attract the attention of employees and encourage them to use or buy the services offered.

Customer Experience



Gambar 1 Customer Journey

In the modern marketing world, customer experience (CX) has become an increasingly important concept. As explained by Lemon and Verhoef (2016), "Customer experience is the overall perception formed from a customer's interaction with a brand or company, which encompasses all touchpoints along the customer journey."

Recent research by Becker and Jaakola (2020) confirms that a positive customer experience can provide a number of benefits for companies, such as increasing customer satisfaction and loyalty, encouraging repeat purchase behavior, and creating profitable word-of-mouth. To create a superior customer experience, companies need to deeply understand customer needs, preferences, and behaviors, and carefully design each touchpoint with customers.

METHODOLOGY

This study involved 150 employees working in South Jakarta, especially the Sudirman, Kuningan area and the WTC area dr Satrio as respondents. Identifying respondent characteristics, such as gender and age is essential to understand the background and profile of the research participants (Sugiyono, 2019). To identify differences in behavior and preferences, respondents were grouped by gender: male or female (Kotler & Armstrong, 2021).

The age group of respondents, from under 25 to over 44, was used to understand generational differences in TikTok use (Montag et al., 2021), analyzed to see how it affects purchasing decisions (Hernández-Ortega et al., 2020).

The data collection instrument was a questionnaire based on a 5-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). The variables in this study include independent variables (service quality, price, and promotion), mediation variables (customer experience), and dependent variables

(purchase decisions). Each construct is measured using indicators that have been adapted from previous literature.

Primary data was obtained from filling out an online questionnaire, while secondary data was collected from relevant scientific journals and reports. The data analysis technique was carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM), which consisted of testing the outer model (validity and reliability of the construct) and the inner model (hypothesis test and path coefficient). Convergent validity was tested through outer loading values and Average Variance Extracted (AVE), while reliability was measured by Cronbach's Alpha and Composite Reliability. The hypothesis test was carried out by observing the p- and t-statistical values on each of the relationship paths between variables.

RESEARCH RESULTS

Based on the available survey data, the age range of respondents is 23 to 55 years old. The age distribution of respondents can be seen in the following table

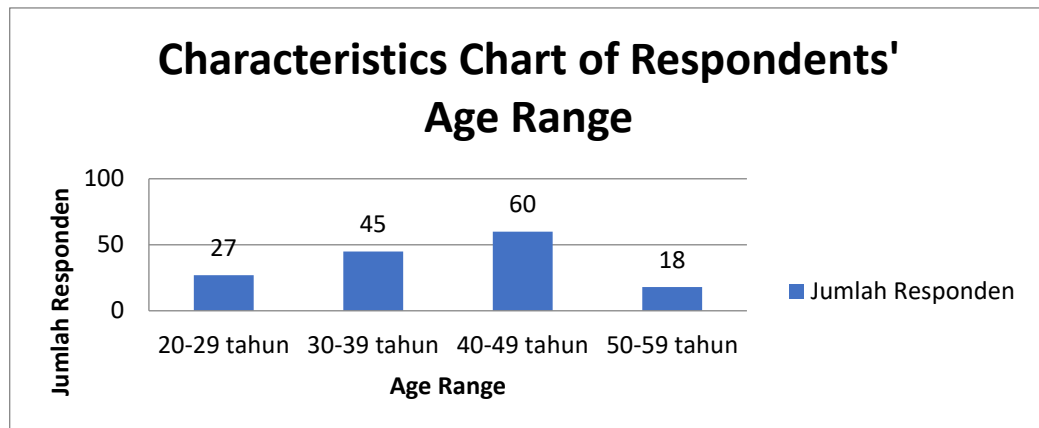


Figure 2 Age Range Number of Respondents

From the table above, it can be seen that most of the respondents are in the productive phase because they are still employees of a company, namely in the age range of 40-49 years, followed by the age range of 30-39 years. This shows that respondents are dominated by generation X and millennials. Generation X (born between 1965-1980) Generation X is known as an independent, flexible, and adaptive generation to change. They grew up in an era of economic uncertainty and significant social change. This generation tends to be skeptical of authority and appreciates work-life balance (Puiiu, 2017). The age of the respondents is one of the important factors that need to be considered in this study. The respondents' fairly wide age range, namely 23 to 55 years old, provides a fairly comprehensive picture of the perceptions and behaviors of TikTok users from various age groups. Most of the respondents were in the age range of 40-49 years (33 people) and 30-39 years (25 people).

This shows that the TikTok platform is not only in demand by young people, but also by more mature and mature people in terms of age. It's important to understand that online shopping preferences and behaviors can vary between different age groups. Older consumers tend to be more cautious in making

purchasing decisions, while younger consumers may be more open to new trends and more easily influenced by social media promotions or influences. By understanding the age characteristics of respondents, this study can provide better insight into how TikTok's platform can tailor their marketing and service strategies to meet the needs and preferences of consumers of different age groups.

Characteristics of Respondents Based on Generations X, Y, Millennials, and Z

The grouping of respondents by generation provides a more detailed picture of online shopping preferences and behaviors according to the characteristics of each generation. In this study, respondents were dominated by generation Y (millennials) with 42 people, followed by generation X with 29 people, and generation Z with 12 people.

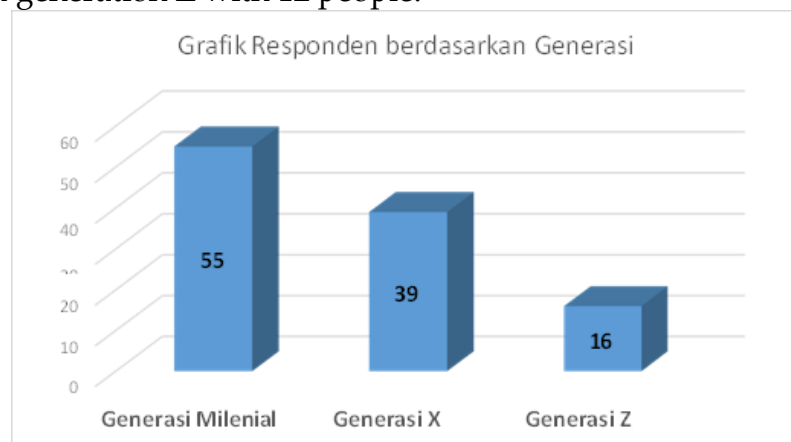


Figure 3 Age Range Number of Survey Respondents

Generation Y or Millennials (born between 1981-1996) Generation Y, also known as Millennials, grew up in an era of technological development and Millennials tend to value flexibility, diversity, and meaningful experiences in their work and lives (Lim, 2018). They tend to be more open to trying new platforms like TikTok and more responsive to promotion and marketing through social media. However, they are also known to be smart and critical consumers, so factors such as service quality, data security, and value earned become very important for them in making purchasing decisions. Millennials tend to prioritize quality of service over price, but still look for competitive offers. They value a seamless and personalized customer experience. A study by Kumar and Kaur (2022) shows that Millennials are more responsive to loyalty-based promotions and rewards programs that offer added value.

On the other hand, Generation X tends to be more cautious in adopting new technologies and is more concerned with factors such as trust, reputation, and reliability in making purchasing decisions. Nonetheless, they are also an important consumer segment for the TikTok platform, especially since they have greater purchasing power than the younger generation. Generation X generally seeks a balance between price and quality. They tend to be more loyal to brands that they believe provide good value. Research by Wang et al. (2023) reveals that

Generation X is more likely to be affected by traditional promotions such as direct discounts and long-term loyalty programs.

Meanwhile, Generation Z (born after 1997) is a generation that grew up in the era of digital and increasingly sophisticated technology. They are very familiar with technology and tend to be constantly connected through digital devices. This generation values individuality, diversity, and social impact. They also tend to be more pragmatic and outcome-oriented in their education and careers (Schwieger & Ladwig, 2018)., although the numbers are fewer in this study, represent future generations who will be the main users of online shopping platforms. They grow up with technology that is very embedded in everyday life and tend to be more responsive to new trends and marketing through social media.

Generation Z is very price-sensitive but also values quality and experience. They tend to look for the best value and often compare prices online before buying. According to research by Djafarova and Bowes (2021), Generation Z is more likely to be influenced by personalized promotions and authentic marketing campaigns on social media.

Quality of Service: All generations value quality of service, but expectations differ. Generation Z and Millennials expect fast, digital-first service, while Generation X values personal interaction more. According to Lim et al. (2022), consistent service quality across multiple channels (omnichannel) is increasingly important for all generations.

Promotion: Effective promotional strategies differ between generations. Generation Z is more responsive to influencer marketing and shareable content. Millennials are attracted to promotions that offer unique experiences, while Generation X values detailed product information and customer testimonials can be (Zhang et al., 2024).

External Model Analysis

Convergent and Discriminant Validity Tests

Table 1 Convergent Validity Test (AVE)

Variabel	Average variance extracted (AVE)
Costumer Experience	0.580
Price	0.746
Purchase Decision	0.533
Quality of Service	0.592
Promotion	0.618

The results of the analysis showed that the Average Variance Extracted (AVE) value for all variables in the model exceeded the threshold of 0.5. These findings indicate that each construct in this study meets the criteria for convergent validity. In other words, the indicators used to measure each latent variable effectively reflect the construct in question.

Achieving an AVE value above 0.5 for all variables provides strong empirical evidence that the selected measurement items are true and all Valid.

This shows that the respondents understand and respond to the survey questions in a way that is consistent with the conceptual framework of the research, then the Discriminant Validity test will be carried out.

Table 2 Discriminatory Validity Test (Outer Loading)

	Costumer Experience	Price	Results Purchase	Quality Service	Promotion
CX1	0.691	0.542	0.334	0.453	0.606
CX2	0.860	0.531	0.524	0.519	0.636
CX3	0.521	0.423	0.389	0.335	0.446
CX4	0.865	0.651	0.495	0.689	0.631
CX5	0.814	0.629	0.526	0.686	0.622
H1	0.616	0.891	0.575	0.615	0.644
H2	0.609	0.888	0.538	0.575	0.614
H3	0.576	0.819	0.461	0.524	0.576
H4	0.724	0.855	0.634	0.633	0.707
KL1	0.448	0.490	0.430	0.698	0.502
KL2	0.599	0.580	0.457	0.850	0.532
KL3	0.614	0.565	0.451	0.824	0.590
KL4	0.545	0.459	0.432	0.693	0.568
KP1	0.637	0.649	0.882	0.544	0.692
KP2	0.382	0.452	0.754	0.366	0.510
KP3	0.105	0.303	0.606	0.187	0.265
KP4	0.357	0.336	0.645	0.421	0.280
P1	0.491	0.424	0.444	0.522	0.673
P2	0.642	0.630	0.562	0.622	0.840
P3	0.673	0.647	0.522	0.581	0.797
P4	0.576	0.646	0.579	0.575	0.814
P5	0.647	0.540	0.512	0.502	0.796

Reliability Test

Data analysis for the Composite Reliability and Cronbach Alpha reliability tests, namely:

Table 3 Composite Reliability and Cronbach Alpha

	Cronbach's alpha	Composite reliability
Customer Experience	0.809	0.870
Price	0.887	0.922
Purchase Decision	0.737	0.817
Quality of Service	0.767	0.852
Promotion	0.844	0.889

Each construct in the research model achieves a composite reliability value and Cronbach alpha that exceeds the threshold of 0.6. This can show that the existing data is valid.

Deep Model Analysis
R2 (Coefficient Determinant)

Table 4 shows the result R square

	R-square	R-square adjusted
Costumer Experience	0.691	0.681
Purchase Decision	0.364	0.357

Comparing the two R-Square Adjusted values, the Model appeared to be more effective at capturing the elements that make up the Customer Experience (68.1%) than those that drive purchasing decisions (35.7%). These findings lead to an interesting hypothesis: while companies may have a strong understanding of the factors that shape the customer experience, there is a gap in understanding how that experience translates into purchasing decisions.

f2 (Effect Size)

For f square is shown in the data below:

Table 5 shows the result R square

	CX	H	KP	AT	P
CX			0.572		
H	0.094				
KP					
AT	0.096				
P	0.186				

The dominance of Customer Experience (CX) in shaping Purchase Decisions (KP), with F-Square of 0.572. In Cohen's calibration, this number exceeds the threshold of 0.35, signaling an unusually strong influence. Promotion (P), with an F-Square of 0.186, emerged as the strongest driver of CX – a finding that may come as a surprise considering promotion primarily as an acquisition tool.

VIF (Collinearity)

Tabel 6 VIF (Collinearity)

	Costumer Experience	Price	Results Purchase	Quality Service	Promotion
Costumer Experience			1000		
Price	2,482				
Purchase Decision					
Quality of Service	2,279				
Promotion	2,691				

Path Coefficient (Uji Hipotesis)

Table 7 Path Coefficient (Hypothesis Test)

Hipotesis	Original sample	T statistics	P values
CX -> KP	0.603	10,981	0.000
H -> CX	0.268	2658	0.008
KL -> CX	0.260	2836	0.005
P-> CX	0.393	3886	0.000

So from the results of the Hypothesis table above, it is found that several things are as follows:

H1: Customer Experience (CX) affects the Purchase Decision (KP) because it has a p value of 0.000 (< 0.05).

H2: Price (H) affects Customer Experience (CX) because it has a p value of 0.008 (< 0.05).

H3: Service Quality (KP) affects Customer Experience (CX) because it has a p value of 0.005 (< 0.05).

H4: Promotion affects Customer Experience (CX) because it has a p value of 0.000 (< 0.05).

DISCUSSION***The Influence of Customer Experience on Purchase Decisions***

The results of this study show that Customer Experience has a positive influence on Purchase Decisions. The P-value of 0.000 is well below the 0.05 threshold, indicating that the likelihood that this outcome will happen by chance is very small. In an increasingly personalized digital era, customer experience has become a key determining factor in the decision-making process. Because when a customer gets a bad experience, of course, it will have an effect on him not buying and he will even become a bad advocate because he can spread the experience he gets to other customers, if he gets a good experience then it will make a good impression and of course customers will buy and even recommend to other customers.

In the context of TikTok, the impact of Customer Experience on Purchase Decisions can be examined through several interesting perspectives:

1. TikTok has managed to create a unique ecosystem that combines the entertainment aspect with commercial transaction opportunities. Its short video-based platform, powered by an intelligent recommendation system, creates a highly engaging experience for its users. The content presented, such as a concise product review or a creative demonstration of the item, is able to provide practical insight into the value of a product. This not only increases consumer confidence, but also has the potential to encourage unplanned purchases.
2. The interactive features that TikTok offers, such as viral challenges, video collaborations, and the ability to respond to other people's content, allow users to actively engage with promotional materials from brands or

influencers. This active engagement can build a deeper emotional connection with a particular product or brand.

3. Plus, the ability to go live and in-app online store integrations allow for real-time interaction between sellers and buyers, as well as a smooth transaction process. This seamless and integrated shopping experience can significantly increase the likelihood of sales conversions.
4. The social aspect and community validation on TikTok also play a crucial role in shaping the user experience and influencing purchasing decisions. Testimonials in video format, interaction in the comment column, and the amount of appreciation a piece of content receives are forms of strong social proof. When users witness others using and recommending products in an authentic and relatable context, this can significantly affect their perception. The viral phenomenon where certain products became a mass purchase trend after being popular on TikTok shows how the community experience on the platform can be a powerful catalyst in driving collective purchasing decisions.

The Effect of Price on Customer Experience (CX)

The results of this study confirm that Price has a significant impact on Customer Experience, with a p-value of 0.008 which is clearly below 0.05. These findings challenge the traditional view that price only influences purchasing decisions; On the contrary, price also shapes how customers experience a product or service. Price is one of the things that greatly affects customer experience, cheap prices, affordable and many are sought-after.

Liu & Cheng (2021) in their study in the e-commerce sector highlight the role of price dynamics. "Personalized dynamic pricing strategies, such as tailored discounts, not only influence purchasing decisions but also enhance the perception of unique and valuable experiences," they wrote

In TikTok's digital ecosystem, the relationship between price and Customer Experience (CX) displays a unique nuance. The platform has transformed consumer interaction with pricing information, delivering a more dynamic and personalized shopping experience.

TikTok has pioneered a new way of presenting pricing information through its attractive short video content. Users often find products and their pricing information through various content formats such as short reviews, product demonstrations, or comparisons made by other users or influencers. This method integrates price as an integral element of the product narrative, rather than just an isolated number. Huang et al. (2023) in their study on consumer behavior on e-commerce social platforms stated, "Integrated pricing presentation in short video content significantly increases consumer engagement and product value perception compared to traditional methods."

TikTok's integrated e-commerce features, especially TikTok Shop, allow for the implementation of adaptive and innovative pricing strategies. Tactics such as flash discounts, exclusive offers for the TikTok community, or limited-time promotions are able to create a sensation of urgency and exclusivity. This strategy not only influences purchasing decisions, but also increases user

engagement with the platform, creating a more immersive shopping experience. Li and Zhang (2022) in their study found that "dynamic pricing strategies on e-commerce social platforms like TikTok can increase customer satisfaction and loyalty through the perception of earning unique value, with 68% of respondents reporting increased shopping satisfaction."

Price transparency and ease of comparison on TikTok also contribute significantly to positive CX. Through user-generated content, consumers can easily see different pricing options for similar products, providing a sense of empowerment in the decision-making process. The live streaming feature also allows for real-time interaction between sellers and potential buyers regarding pricing, creating a more personalized and informative experience. These approaches emphasize the importance of personalization in pricing strategies to enhance the perception of value and uniqueness of the shopping experience in the digital age.

The Influence of Service Quality on Customer Experience (CX)

The results of this study show a positive relationship between Service Quality and Customer Experience, with a p-value of 0.005 which is clearly below 0.05. In the context of digital services, Shin & Perdue (2019) found that the quality of chatbot services significantly shapes the customer experience. "The accuracy, response speed, and personalization of chatbots not only affect efficiency but also the emotional aspects of the customer experience," they said.

The quality of the services provided, be it delivery, packing and things that have been promised by the company or seller to customers need to be maintained in quality so as to produce good things and are maintained so as to create a positive customer experience.

Fernandes & Pinto (2023), in their study of the banking sector, add, "In the post-pandemic era, empathy and assurance in service go beyond basic politeness. They form an affirming and empowering experience, especially in complex financial situations."

The relationship between Tiktok's Service Quality and Customer Experience (CX) features unique and interesting characteristics to study: TikTok has succeeded in designing a service ecosystem that prioritizes a smooth and entertaining user experience. The quality of service on this platform is reflected in various elements, ranging from user-friendly interface design, to sophisticated content recommendation systems, and accessible video creation tools. These technical advantages contribute to the creation of a more immersive and engaging digital experience.

The Influence of Promotions on Customer Experience (CX)

The results of this study show a very significant influence of Promotions on Customer Experience, with a p-value of 0.000 which is clearly below 0.05. This underscores the critical role of promotion not only in increasing brand awareness, but also in shaping how customers experience and interpret their interactions with brands.

TikTok promotions during the payday period have a significant impact on Customer Experience (CX). The platform allows marketers to create engaging and viral content, which can quickly reach.

wide audience. During payday periods, when consumers are more likely to shop, targeted promotions on TikTok can create an immersive experience and drive purchase decisions. As revealed by Zhang et al. (2022) in their study of consumer behavior on social media platforms, "Promotional content packaged in a concise and engaging format on TikTok can increase user engagement by up to 78% compared to traditional social media platforms, especially during high-spending periods such as paydays."

CONCLUSIONS AND RECOMMENDATIONS

Some of the conclusions from the results of this study show that:

1. From the results of the study, it was found that Customer Experience has a positive influence on Purchase Decisions. The P-value of 0.000 is well below the threshold of 0.05 and the original sample is 0.603.
2. From the results of the study, it was found that Price has a significant impact on Customer Experience, with a p-value of 0.008 which is clearly below 0.05 and the original sample is 0.268.
3. From the results of the study, it was found that the relationship between Service Quality and Customer Experience was positive, with a p-value of 0.005 which was clearly below 0.05 and the original sample was 0.260.
4. The results of the study were found to show a very significant influence of Promotion on Customer Experience, with a p-value of 0.000 which is clearly below 0.05 and the original sample is 0.393.
5. The sample of this study was taken from employees working in South Jakarta, especially the Sudirman and Kuningan SCBD areas. With an age range of 23 to 55 years old, which means that they are still working and productive and have real income to spend both offline and online, especially currently on the Tiktok Platform.

ADVANCED RESEARCH

The findings of this study indicate that customer experience plays a critical role in influencing purchase decisions, with variables such as price, service quality, and promotion showing significant effects on customer experience. These results suggest that businesses must strategically manage these factors to enhance customer satisfaction and loyalty, particularly within digital platforms like TikTok, which have become dominant marketing channels. Given that the sample was limited to employees in the SCBD area of South Jakarta within a productive age range, future research could broaden the scope to include more diverse demographic groups, such as younger consumers or those outside urban areas. Furthermore, subsequent studies may explore additional mediating or moderating variables—such as brand trust, digital engagement, or perceived value to gain deeper insights into the mechanisms linking customer experience to purchase decisions in an increasingly dynamic digital marketing ecosystem.

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