



EVALUATION OF DETERMINANTS OF PURCHASE DECISION FOR WOMEN CUSTOMERS OF FASHION PRODUCTS THROUGH TIKTOK LIVE STREAMING

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ABSTRACT:

This study aims to evaluate the determinants of purchase decision of women customers of fashion products through TikTok live streaming. The five variables used in this study include product quality, sales promotion, e-service quality, purchase intention, and purchase decision. This research was conducted in DKI Jakarta province using a survey method by distributing questionnaires online via Microsoft Forms. The population used in this study are residents of DKI Jakarta province who are female customers, at least 17 years old, and have purchased fashion products through TikTok live streaming within the last six months. This study used a purposive sampling technique, with a total of 230 respondents. The data used in this study are quantitative and analyzed using Structural Equation Modelling (SEM) techniques. The results showed that product quality has no significant effect on purchase decision, product quality has no significant effect on purchase intention. Furthermore, sales promotion has a positive and significant influence on purchase intention, sales promotion has a positive and significant influence on purchase decision. Then, e-service quality has a positive and significant effect on purchase intention. e-service quality has a positive and significant effect on purchase decision. In addition, purchase intention has a positive and significant effect on purchase decision.

Keywords: Product quality, sales promotion, e-service quality, purchase intention, purchase decision, TikTok live streaming



BACKGROUND

The increase in internet users globally has been the result of significant advances in technological development in recent years, one of which includes Indonesia which has an increasing development every year. In addition, the use of information and communication technology has also had a major impact on consumer behavior in the process of shopping and searching for product information, with significant changes. Currently, more and more Indonesians are choosing to buy products online and one of them is using TikTok social media.

According to Ceci (2023) on Statista.com data, the TikTok social media app had 672 million downloads and has topped the list as the most downloaded mobile app worldwide for the past three years. Not only that, but TikTok is also one of the most visited social media applications and continues to experience a rapid increase in users. Based on Fauziah (2022) from energibangsa.id, in 2021. TikTok has launched a new feature that is useful for online business people, this feature is called TikTok Shop. In this feature, it is equipped with a live streaming service or called a live broadcast which allows sellers to easily interact and conduct product reviews directly with visitors or followers. The visitor can ask questions in the comment column, so the seller can immediately provide answers. This will increase visitor confidence to buy the products offered.

The variety of product categories offered by sellers through TikTok live streaming makes it easy for consumers to shop for daily needs with a variety of products offered. For the product category that is most in demand through sales via TikTok live streaming is fashion products (Ipsos, 2022). According to Nisriyana (2022) reported by Gadgetdiva.id, in the case of shopping for fashion products through TikTok live streaming, women dominate compared to men. This is reinforced by a report that as many as 80% of female customers have transacted fashion products through a live streaming sales program entitled "TikTok Shopping Year End Sale". Therefore, it is necessary to evaluate the factors that determine the purchase decision of female customers for fashion products through TikTok live streaming.

Product quality is one of the factors that influence purchase decision, when consumers want to buy a product. This is supported by several studies by Andryusalfikri et al. (2019) and Fauziah et al. (2023) which show that product quality has a positive and significant effect on customer purchasing decisions. In addition, product quality can also be a major factor in purchase intention. In some cases of online shopping, such as in the research of Senavirathne and Kumaradeepan (2020) and Tjanra and Marchyta (2021) who found that product quality has a positive and significant effect on customer purchase intentions.

In the digitalization era like now, the ease of accessing the internet makes it easier to buy products. According to Wijaya (2022) sales promotion plays an important role as a short-term business strategy in the form of various incentives used to encourage faster product purchases or sales. In some previous findings, such as in the research of Bhatti (2018) and Ratu et al. (2022) sales promotion is proven to be able to influence purchase intention positively and significantly.



In addition, in several studies such as Wirakanda et al. (2021) and Hadinata et al. (2023) found that sales promotion also has an important influence on purchase decisions. In this case, the more sellers who succeed in doing sales promotion well, the more customer purchasing decisions will increase.

Apart from these two factors, another factor is service quality, which can now be improved through electronic media. According to several studies such as Tjanra and Marchyta (2021) and Aditya et al. (2022) improving e-service quality can also increase purchase intention for customers who shop online, so it is important to maximize the quality of electronic services offered to customers. In addition, e-service quality is also an important factor in increasing purchase decisions. This is supported by several previous studies such as Fachmi et al. (2019) and Aditya et al. (2022) which show that good e-service quality will have the potential to attract more buyers so that they decide to make a purchase.

Apart from that, other determining factors also come from purchase intention. According to Sanny et al. (2020) purchase intention is an activity where consumers consider purchasing a product. According to several studies with similar cases related to online shopping, such as in the research of Puspitasari et al. (2018) and Aditya et al. (2022) purchase intention can affect purchase decisions positively and significantly. Although there have been several previous studies that examine the influence of each of these factors on purchase decisions. However, researchers have not found research that discusses these factors on the object of research on women customers of fashion products through TikTok live streaming. Therefore, the researcher aims to fill this gap by researching related to "**Evaluation of Determinants of Purchase Decision for Women Customers of Fashion Products through Tiktok Live Streaming**".

THEORETICAL FRAMEWORK

Background Theory

Product Quality

According to Kotler and Keller (2012), product quality refers to the product's ability to function effectively and is a very important factor for marketers in promoting and selling products to consumers. Meanwhile, according to Khoironi et al. (2018) product quality is an attribute of a product or service that allows it to meet customer needs. In this context, product or service quality can be interpreted as the ability of a product or service to meet the requirements expressed or implied by the customer. According to a study conducted by Suhud et al. (2020) the indicators used for measurement on product quality variables include 1) The food sold has a nice texture, 2) Food sold uses safe materials, 3) The food sold has an attractive appearance. Meanwhile, in the research of Jiang et al. (2018) several indicators that can be used to measure product quality variables include such as 1) This store has a lot of variety. 2) The products available in this store are of good workmanship. 3) The products in this store are of good design.



Sales Promotion

Wijaya (2022) defines sales promotion as a marketing strategy that is carried out briefly through several incentive tools used to stimulate faster product purchases or sales. Keni and Wilson (2021) explain that sales promotion is a company's effort to retain current consumers and attract potential consumers in the future by offering additional benefits related to consumer purchasing activities for the company. Based on research conducted by Keni and Wilson (2021) sales promotion can be measured through several indicators, including 1) The coupons (or any other of promotional programs) issued by the restaurant are very tempting for me. 2) Various promotional offers provided by the restaurant bring additional or extra benefits for me, 3) The promotional programs offered by the restaurant are the reasons why I'm willing to visit during the COVID-19 pandemic. Meanwhile, in the research used by Akram et al. (2018) sales promotion is measured using indicators which include 1) If I see a discounted price. I tend to buy it. 2) If I see an interesting online promotional offer (re-duced price, sales, etc.) I tend to buy, 3) I am likely to make a purchase if the product has a sale or clearance sign.

E-Service Quality

Based on Irawan et al. (2020) e-service quality or electronic service quality, has a significant role in the business world because it has a long-term impact on the quality of service performance. If the quality of electronic services is good, it will increase consumer interest in purchasing products. Meanwhile, according to Ulkhaq et al. (2019) explain that e-service quality is an assessment made by consumers of the delivery of electronic services in the virtual market as a whole. According to a study conducted by Dhingra et al. (2020) measuring e-service quality variables can use indicators such as 1) It is quick and easy to complete a transaction at the e-commerce website. 2) The e-commerce website keeps its promises to deliver a product or service on a specified date. 3) The e-commerce website is always willing to help customers. 4) The e-commerce website keeps customers updated on the status of the product. 5) The e-commerce website is trustworthy. 6) The e-commerce website's services are offered in a language that is understandable by the customer.

Purchase Intention

Sanny et al. (2020) noted that purchase intention is an activity where consumers consider purchasing a product. Consumers will not immediately make a decision to purchase, but sometimes have the intention to make a transaction first. According to Irawan et al. (2020) purchase intention is different from purchase, in this situation the customer does not necessarily buy the product and still thinks about the quality of the product to be purchased. Suhud et al. (2022) measured the purchase intention variable with several indicators, including 1) I have a great interest to buy a waterproof smartphone in the future. 2) I'm willing to pay money to buy a waterproof smartphone



someday. 3) there is a significant possibility that I would buy a waterproof smartphone. 4) I have a firm intention to buy a waterproof smartphone. 5) I would recommend a waterproof smartphone to my friends if I had bought it. 6) I have a desire to buy a kind of waterproof smartphones than others.

Purchase Decision

Dewi et al. (2020) noted that purchase decision is a process carried out by consumers when they decide to buy a product. Meanwhile, according to Amri and Prihandono (2019), if consumers do not have alternative choices, it cannot be said to be a situation where consumers make decisions. A situation that can be said to be a purchase decision is that consumers must at least have several alternative choices available. Based on research by Phatratkul et al. (2022) purchase decision can be measured through several indicators including 1) You decide to buy products at Dan Singkhon Community as planned. 2) You decide to buy products at tz by chance. 3) You decide to buy products at Dan Singkhon Community market with impressive passion of product characteristics. Meanwhile, in Wahyuni and Praninta (2021) purchase decision can be measured using indicators such as 1) Assessing Garuda Indonesia services well. 2) Deciding to use Garuda Indonesia services. 3) Returning to using Garuda Indonesia services.

Hypothesis Development

Product Quality and Purchase Decision

Previous research conducted by Andryusalfikri et al. (2019) in Palembang city which aims to examine the influence of purchase decision factors from users of one e-commerce, namely Shopee. The test results of one of their hypotheses show that product quality has a good and important impact on purchasing decisions at Shopee. Therefore, the higher the product quality perceived by consumers, the more likely they are to buy the product at Shopee. This is in line with research conducted by Fauziah et al. (2023) which also shows the finding that product quality has a direct positive and significant effect on purchase decisions in the case of online shopping.

H₁ - Product quality has a positive and significant effect on purchase decisions.

Product Quality and Purchase Intention

Senavirathne and Kumaradeepan (2020) examined the factors that influence purchase intention in consumers of female skin care products in Sri Lanka with special reference to Anuradhapura District. The results of testing one of the hypotheses noted that product quality is very important in influencing purchase intention in skin care products. High quality has a positive influence on the intention to find and use the product. They think that products with good quality will provide better benefits for their skin care. This is in line with research conducted by Tjanra and Marchyta (2021), where the study shows that product quality has a positive and significant effect on purchase intention in purchasing a product or service.

H₂ - Product quality has a positive and significant effect on purchase intention.



Sales Promotion and Purchase Intention

Bhatti (2018) conducted a study involving students from the University of Gujranwala in Pakistan which aims to examine the factors that influence consumer purchase intentions by considering the role of social media as a modifying factor. The results of one hypothesis show that both sales promotion variables and purchase intention have a strong influence. In addition, sales promotion is also able to motivate consumer purchase intentions in the country. In other words, research conducted by Ratu et al. (2022) conducted research on TikTok Shop customers. The results of one of the hypotheses tested in this study show that sales promotion can increase purchase intention positively and significantly.

H₃ - Sales promotion has a positive and significant effect on purchase intention.

Sales Promotion and Purchase Decision

Previous research conducted by Wirakanda et al. (2021) in the city of Bandung aimed at examining the effect of sales promotion on the purchase decision of Blibli.com customers, from the test results of one of the hypotheses, it is explained that the sales promotion carried out by the site is able to influence consumers to choose to buy the product or service offered. This shows that effective sales promotions can create a strong impetus for consumers to make purchases. In addition, research by Wangsa et al. (2022) involving Bukalapak users, also shows that sales promotion has a positive and significant effect on purchase decisions.

H₄ - Sales promotion has a positive and significant effect on purchase decisions.

E-Service Quality and Purchase Intention

A study conducted by Tjanra and Marchyta (2021), this study aims to investigate the factors that influence the purchase intention of consumers who have done online shopping activities. The results of one hypothesis show that e-service quality is very important in increasing consumer intention to buy products in online shops. In addition, and also Aditya et al. (2022) which proves that e-service quality has a positive and significant effect on purchase intention.

H₅ -E-service quality has a positive and significant effect on purchase intention.

E-Service Quality and Purchase Decision

In previous research, Fachmi et al. (2019) conducted a study involving respondents in the city of Makassar which aims to analyze the influence of factors in consumer purchase decisions in online shops through the marketplace, the results reported that increasing the quality of electronic services will have an impact on increasing consumer purchasing decisions. Consumers will be more inclined to choose to buy products from online shops that provide a good and satisfying service experience. Furthermore, Aditya et al. (2022) also reported that e-service quality has a positive and significant effect on consumer purchase intentions when shopping online.



H₆ - E-service quality has a positive and significant effect on purchase decisions.

Purchase Intention and Purchase Decision

A study was conducted by Puspitasari et al. (2018) in Semarang, their research aims to analyze the purchasing decision-making process of Lazada e-commerce consumers. The results of hypothesis testing show that when someone has the intention or desire to buy a product or service online, that intention tends to influence their real decision to make an online purchase through the Lazada platform. This is also in line with the research of Aditya et al. (2022) who have reported that statistically that purchase intention positively and significantly affects purchase decision.

H₇ - Purchase intention affects purchase decision positively and significantly.

Based on the supporting theory and hypothesis development above, there are seven hypotheses examined in this study. The research theoretical framework model can be seen in Figure 1 listed below.

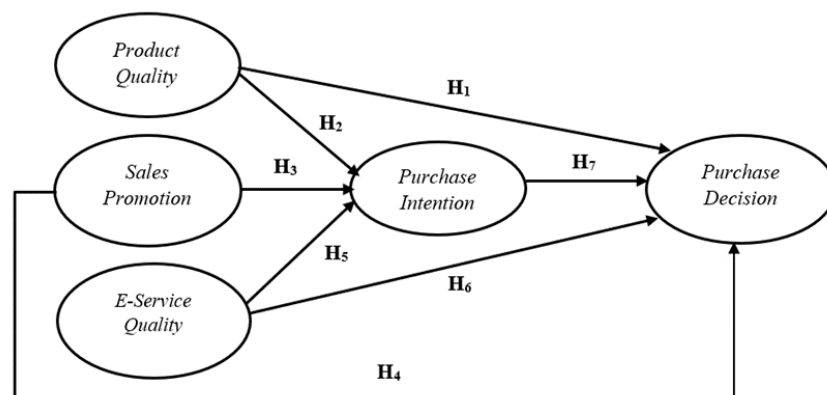


Figure 1 Research Model

Source: Researcher Data (2023)

METHOD

Population and Sample

The population of this study is unlimited, and the sampling technique uses purposive sampling method, totaling at least 200 samples. The criteria for this research sample include the following.

- 1) Female gender
- 2) At least 17 years old.
- 3) TikTok app users.
- 4) Domiciled in DKI Jakarta province.



- 5) Have purchased at least one fashion product through TikTok live streaming within the last six months.

Data Collection Technique

This research uses primary data, the data comes from the first source, namely using instruments that have been used as questionnaires distributed online. The scale used by researchers in this study uses a Likert-type scale score of one to six.

Data Analysis Technique

The analysis technique used consists of testing the validity using the reference factor analysis value and to test the reliability of the data by paying attention to the Cronbach alpha (α) value. Furthermore, to test the feasibility of models and hypotheses, researchers use Structural Equation Modeling (SEM) analysis techniques.

RESULT

After distributing the questionnaire online through Microsoft Form. Researchers got as many as 238 respondents, but of all these respondents only 230 data could be used as research samples. The following is the respondent profile data presented in the form of Table 1 below.

Table 1 Respondent Profile

Respondent Profile	Frequency	Percentage	
Domicile	Central Jakarta	18	7,8
	North Jakarta	20	8,7
	West Jakarta	33	14,3
	South Jakarta	58	25,2
	East Jakarta	101	43,9
	Total	230	100,0
Age	17 - 22	156	67,8
	23 - 28	65	28,3
	29 - 34	4	1,7
	> 35	5	2,2
Education Level	SMP	7	3,0
	SMA/SMK	150	65,2
	Diploma	13	5,7
	Bachelor	60	26,1
Employment Status	Student	150	65,2
	Private Employee	45	19,6
	Civil Servant	5	2,2
	Owning your own business	23	10,0



	Housewife	7	3,0
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Source: Researcher Data (2023)

Based on Table 1, most of the respondents came from East Jakarta, 101 respondents (43.9%), followed by South Jakarta with 58 respondents (25.2%), West Jakarta with 33 respondents (14.3%), North Jakarta with 20 respondents (8.7%), and finally Central Jakarta with 18 respondents (7.8%).

In the age category, most respondents were in the age range of 17-22 as many as 156 respondents (67.8%), followed by the age range of 23-28 as many as 65 respondents (28.3%), in the age range of 29-34 as many as 4 respondents (1.7%), and the last is age above 35 years as many as 5 respondents (2.2%).

In the education level category, most respondents had the latest education at the SMA / SMK level, namely 150 respondents (65.2%), followed by the last education of bachelor's degree as many as 60 respondents (26.1%), Diploma as many as 13 respondents (5.7%), and finally at the junior high school level as many as 7 respondents (3.0%).

Based on the category of employment status of respondents who answered students or students, namely 150 respondents (65.2%), private employees as many as 45 respondents (19.6%), then those who had their own businesses were 23 respondents (10.0%). In addition, 7 respondents (3.0%) were housewives, and finally 5 respondents (2.2%) were civil servants.

Validity and Reliability Test

To test the validity, researchers used Exploratory Factor Analysis (EFA) testing. The instrument can be declared valid if it has a factor loadings value of > 0.40 . Meanwhile, the reliability test uses a Cronbach's alpha value of > 0.70 so that it can only be said to be reliable.

Table 2 Validity and Reability Test

Item	Statement	Factor Loadings	Cronbach's Alpha
Product Quality			
PQ2	The fashion products I bought through TikTok live streaming feel comfortable to wear.	0.897	0.919
PQ1	The fashion products that I bought through TikTok live streaming have a good material texture.	0.882	
PQ5	The fashion products I bought through TikTok live streaming have good stitching.	0.855	
PQ6	The fashion products I bought through TikTok live streaming have good designs.	0.849	



PQ3	Fashion products sold through TikTok live streaming have an attractive appearance	0.819	
PQ4	In my opinion, TikTok live streaming offers a variety of fashion products.	0.764	
Sales Promotion			
SP4	If I see a discounted price of a fashion product through TikTok live streaming, I tend to buy it.	0.866	0.917
SP1	The coupons (or other promotional programs) offered by sellers of fashion products through TikTok live streaming are very tempting for me.	0.853	
SP5	If I see attractive online promotional offers (discounts, sales, etc.) on fashion products through TikTok live streaming, I am more likely to buy them.	0.842	
SP6	I tend to make purchases through TikTok live streaming, if the fashion product has a sale sign.	0.838	
SP3	The promotional program offered by the seller is the reason why I am willing to buy fashion products through TikTok live streaming.	0.834	
SP2	Various promotional offers provided by fashion product sellers through TikTok live streaming provide additional benefits for me.	0.820	
E-Service Quality			
ESQ3	Fashion product sellers on TikTok live streaming are always willing to help customers.	0.901	0.930
ESQ4	Sellers of fashion products through TikTok live streaming keep customers updated on the delivery status of their products.	0.888	
ESQ6.	Sellers who sell fashion products through TikTok live streaming offer their products in a language that customers understand.	0.869	
ESQ2	Sellers of fashion products through TikTok live streaming can keep their promise to deliver products on the specified date.	0.863	
ESQ1	I can complete fashion product purchase transactions through TikTok live streaming quickly and easily.	0.835	
ESQ5	In my opinion, sellers of fashion products through TikTok live streaming are trustworthy.	0.816	
Purchase Intention			
PI4	I have a strong intention to buy fashion products on TikTok live streaming.	0.929	0.947
PI3	There is a high probability that I will buy fashion products through TikTok live streaming.	0.916	
PI2	I am willing to spend money to buy fashion products through TikTok live streaming one day.	0.916	
PI1	I have a strong interest in purchasing fashion products through TikTok live streaming in the future.	0.903	



PI5	I would recommend buying fashion products on TikTok live streaming to my friends, if I had bought them.	0.850	
PI6	I am willing to buy fashion products through TikTok live streaming over other live streaming platforms.	0.839	
Purchase Decision			
PD6.	I want to use TikTok live streaming again as a place to buy fashion products	0.915	0.926
PD5.	I decided to use TikTok live streaming as a place to buy fashion products.	0.903	
PD3.	I decided to buy a fashion product through TikTok live streaming with impressive product characteristics	0.899	
PD4.	I can judge fashion products sold through TikTok live streaming well.	0.890	
PD1.	I decided to buy fashion products through TikTok <u>live streaming as planned</u> .	0.787	
PD2	I decided to buy fashion products through TikTok live streaming by chance.	0.751	

Source: Researcher Data (2023)

Table 2 presents the factor loadings and Cronbach's alpha values on all variables used. Based on the validity test results, all question items have a factor loadings value of > 0.40 so that no question items need to be removed. In addition, for the reliability test, the Cronbach's alpha value shows 0.919 or > 0.70 . Therefore, it can be said that all question items for all variables are valid and reliable.

Hypothesis Test

The following is the model used in hypothesis testing after testing the feasibility of the model through Structural Equation Modeling (SEM) analysis with the help of the SPSS AMOS application.

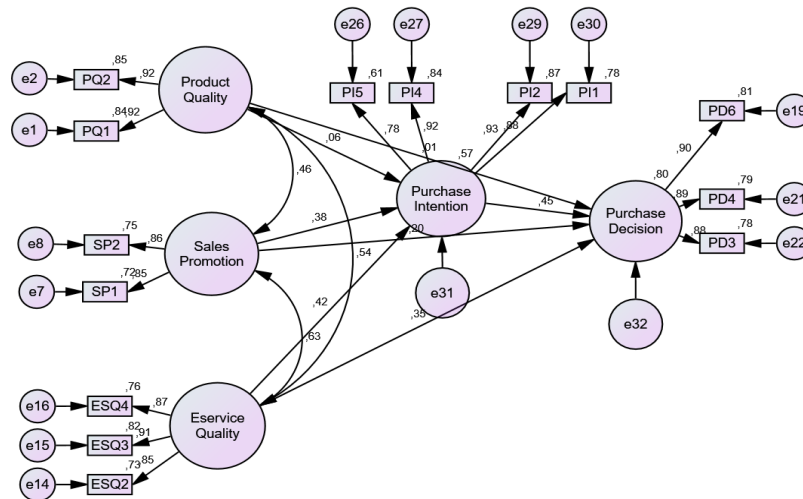


Figure 2 Hypothesis Testing Model (After Model Modification)

Source: Researcher Data (2023)

In Figure 2 above, displays the results of modifying constructs that were previously not latent. The product quality variable leaves two indicator items, namely PQ1 and PQ2, the sales promotion variable leaves two indicators, namely SP1 and SP2. Furthermore, the e-service quality variable leaves three indicator items, namely ESQ2, ESQ3, and ESQ4, purchase intention leaves four indicator items, namely PI1, PI2, PI4, and PI5. Meanwhile, the purchase decision variable leaves three indicators, namely PD3, PD4, and PD6. The following are the results of the goodness of fit indices of the construct model after modification.

Figure 3 Goodness of Fit Indices After Model Modification

<i>Goodness of Fit Indices</i>	<i>Cut of Point</i>	<i>Analysis Result</i>	<i>Description</i>
<i>Chi-Square</i>	Expectedly Small	79,669	Fit
Probabilitas	$\geq 0,05$	0,138	Fit
RMSEA	$\leq 0,08$	0,029	Fit
GFI	$\geq 0,90$	0,952	Fit
AGFI	$\geq 0,90$	0,924	Fit
CMIN/DF	$\leq 2,00$	1,189	Fit
TLI	$\geq 0,95$	0,994	Fit
CFI	$\geq 0,95$	0,995	Fit

Source: Researcher Data (2023)

By referring to the information in Table 2 above, it can be said that all values of the goodness of fit criteria indicate that it is fully fit or appropriate. Therefore, the model can be said to be a latent construct and the next test can be carried out, namely hypothesis testing which focuses on



the Critical Ratio (CR) value generated from the regression weight. To meet the criteria set, the CR value must be greater than 1.96. If the CR value meets these criteria, it can be concluded that the hypothesis is accepted and there is a significant relationship between the constructs under study. The following are the results of hypothesis testing presented in Table 3 below.

Table 3 Hypothesis Test Results (Regression Weights)

Hypothesis	Free Variable		Dependent Variable	C.R.	P	Results
H ₁	Product Quality	→	Purchase Decision	0,108	0,914	Rejected
H ₂	Product Quality	→	Purchase Intention	0,878	0,380	Rejected
H ₃	Sales Promotion	→	Purchase Intention	4,875	***	Accepted
H ₄	Sales Promotion	→	Purchase Decision	3,091	0,002	Accepted
H ₅	E-service Quality	→	Purchase Intention	5,243	***	Accepted
H ₆	E-service Quality	→	Purchase Decision	5,290	***	Accepted
H ₇	Purchase Intention	→	Purchase Decision	6,476	***	Accepted

Source: Researcher Data (2023)

DISCUSSION

Product Quality on Purchase Decision

Based on the first hypothesis test (H₁) which states that product quality has a positive and significant effect on purchase decision, it is found that the Critical Ratio (CR) value is $0.108 < 1.96$. This indicates that product quality has no significant effect on the purchase decision for women customers of fashion products through TikTok live streaming. In other words, women customers do not really consider product quality in buying fashion products through TikTok live streaming. This is because TikTok live streaming is only limited to a visual display platform, customers still don't know how the original product comes like. so the influence is not big enough to increase their purchasing decisions. The decision result for the test result of H₁ is **rejected**.

This finding is not in line with research conducted by Andryusalfikri et al. (2019) and Fauziah et al. (2023) which shows that product quality has a positive and significant effect on purchase decisions. However, this study is in line with the findings of Ofa and Wuisan (2022) and Agustin et al. (2023) which revealed that product quality does not have a significant effect on purchase decision.

Product Quality on Purchase Intention

Based on the second hypothesis test (H₂) which states that product quality has a positive and significant effect on purchase intention, it is found that the Critical Ratio (CR) value is $0.878 < 1.96$. This indicates that product quality has no significant effect on the purchase intention for women customers of fashion products through TikTok live streaming. In other words, women customers do not place much importance on product quality in buying fashion products through TikTok live streaming. This is because TikTok live streaming is only limited to a visual display



platform, customers still don't know how the original product comes like. so the influence is not strong enough to increase their purchase intention. The decision result for the test result of H₂ is **rejected**.

This finding is not in line with previous research conducted by Senavirathne and Kumaradeepan (2020) and Tjanra and Marchyta (2021) which show that product quality has a positive and significant effect on purchase intention. However, these findings are in line with the research of Walintukan et al. (2018) and Arnanda (2022) who noted that product quality has no significant effect on purchase intention.

Sales Promotion on Purchase Intention

Based on the third hypothesis test (H₃) regarding the influence between sales promotion and purchase intention, it is found that the Critical Ratio (CR) value is $4,875 > 1,96$. This indicates that sales promotion has a positive and significant influence on the purchase intention of women customers of fashion products through TikTok live streaming. In other words, sales promotion is able to motivate customer purchase intentions, so that the test results of H₃ can be **accepted**.

This finding is in line with several previous studies. Bhatti (2018) that sales promotion can significantly encourage purchase intention among social media users in Pakistan. In addition, this study is in line with the research of Ratu et al. (2022) which also shows that sales promotion has a positive and significant impact on purchase intention.

Sales Promotion on Purchase Decision

Based on the fourth hypothesis test (H₄) regarding the influence between sales promotion and purchase decision, it is found that the Critical Ratio (CR) value is $3,091 > 1,96$. This indicates that sales promotion has a positive and significant influence on the purchase decision of women customers of fashion products through TikTok live streaming. In other words, sales promotion plays an effective role in increasing customer purchasing decisions, so that the test results of H₄ can be accepted.

This finding is in line with research conducted by Wirakanda et al. (2021) who found that sales promotion has a strong increasing impact on Blibli.com customer purchasing decisions in the city of Bandung. In addition, research by Wangsa et al. (2022) also shows that sales promotion partially affects purchase decisions positively and significantly.

E-Service Quality on Purchase Intention

Based on the fifth hypothesis test (H₅) regarding the influence between e-service quality and purchase intention, it is found that the Critical Ratio (CR) value is $5,243 > 1,96$. This indicates that e-service quality has a positive and significant influence on the purchase intention of women customers of fashion products through TikTok live streaming. In other words, e-service quality is very important in increasing customer intentions, so that the test results of H₅ can be **accepted**.



This finding is in line with research conducted by Tjanra and Marchyta (2021) which shows that e-service quality is very important in increasing consumer intention to buy products in an online shop. This is also in line with several studies by Aditya et al. (2022) which also reported that statistically e-service quality has a positive and significant effect on purchase intention.

E-Service Quality on Purchase Decision

Based on the sixth hypothesis test (H_6) regarding the influence between e-service quality and purchase decision, it is found that the Critical Ratio (CR) value is $5,290 > 1,96$. This indicates that e-service quality has a positive and significant influence on the purchase decision of women customers of fashion products through TikTok live streaming. In other words, the higher the e-service quality provided, the more likely the customer will make a purchase, so that the test results of H_6 can be **accepted**.

These findings are in line with research conducted by Fachmi et al. (2019) that good e-service quality has resulted in consumers deciding to shop using an online shop in Makassar city. This is also in line with the research of Aditya et al. (2022) which also reports that e-service quality has a positive and significant effect on consumer purchase intentions.

Purchase Intention to Purchase Decision.

Based on the test for the seventh hypothesis (H_7) regarding the influence between purchase intention and purchase decision, it was found that the Critical Ratio (CR) value was $6,476 > 1,96$. This indicates that purchase intention has a positive and significant influence on the purchase decision of women customers of fashion products through TikTok live streaming. In other words, high purchase intentions influence customer decisions to make purchases, so that the test results of H_7 can be **accepted**.

This finding is in line with research conducted by Puspitasari et al. (2018) which shows that there is a strong influence between purchase intention and purchase decision of Lazada customers in Semarang. In addition, this research is also in line with the research of Aditya et al. (2022) which also shows that purchase intention partially affects purchase decision positively and significantly.

CONCLUSION

This research was conducted on 230 respondents who live in the DKI Jakarta province, with the aim of evaluating the determinants of purchasing decisions of women customers of fashion products through TikTok live streaming. Based on the results of the seven hypotheses, it can be concluded as follows:

- 1) The results of testing the first hypothesis (H_1) are **rejected**, product quality has no significant effect on the purchase decision for women customers of fashion products through TikTok live streaming.



- 2) The results of testing the second hypothesis (H2) are **rejected**, product quality has no significant effect on the purchase intention for women customers of fashion products through TikTok live streaming.
- 3) The results of testing the third hypothesis (H3) are **accepted**, sales promotion has a positive and significant effect on the purchase intention for women customers of fashion products through TikTok live streaming.
- 4) The results of testing the fourth hypothesis (H4) are **accepted**, sales promotion has a positive and significant effect on the purchase decision for women customers of fashion products through TikTok live streaming.
- 5) The results of testing the fifth hypothesis (H5) are **accepted**, e-service quality has a positive and significant effect on the purchase intention for women customers of fashion products through TikTok live streaming.
- 6) The results of testing the sixth hypothesis (H6) are **accepted**, e-service quality has a positive and significant effect on the purchase decision for women customers of fashion products through TikTok live streaming.
- 7) The results of testing the seventh hypothesis (H7) are **accepted**, purchase intention has a positive and significant effect on the purchase decision for women customers of fashion products through TikTok live streaming.

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