



Research Article

The Effectiveness of Digital Marketing and Pricing on Generation Z's Purchasing Decisions on TikTok Shop by Tokopedia

Daniel Satrio Hamonongan^{1*}, Siti Patimah², Meita Pragiwani³

^{1,2} Faculty of Social and Political Sciences, Pasundan University, Bandung

³ Indonesia College of Economics, Jakarta

Received: 14-05-2026; Accepted: 03-06-2026

Abstract

This research examines the influence of digital marketing and price on the purchasing decisions of Generation Z users of TikTok Shop by Tokopedia among students of SMK ICB CN Bandung. The study aims to analyze the effects of digital marketing and price, both partially and simultaneously, on purchasing decisions. A quantitative approach with an ex post facto method was employed. The population consisted of students who actively use TikTok Shop by Tokopedia. Using purposive sampling, 190 respondents were selected based on the Hair formula. Primary data were collected through structured questionnaires and analyzed using statistical techniques. The findings indicate that digital marketing, price, and purchasing decision variables are generally in the good category. Digital marketing has a positive and significant effect on purchasing decisions. Price also has a positive and significant effect and exerts a stronger influence than digital marketing. Simultaneously, both variables significantly affect purchasing decisions. Although challenges such as information accuracy and perceived price value were identified, the overall implementation of digital marketing and pricing strategies supports Generation Z consumers in making purchasing decisions through TikTok Shop by Tokopedia. These findings highlight the importance of effective digital marketing and competitive pricing in influencing online purchasing behavior.

Keywords: Digital Marketing, Price, Purchasing Decision, Generation Z, TikTok Shop by Tokopedia.

JEL Classification: M31, M37, L81

How to cite: Hamonongan, D. S., Patimah, S., Pragiwani, M., (2026), The Effectiveness of Digital Marketing and Pricing on Generation Z's Purchasing Decisions on TikTok Shop by Tokopedia, *Journal of Business Orientation and Entrepreneurship (JOBS)*, 7(1), 55-66

Corresponding author: Daniel Satrio Hamonongan (danielsatrio34@gmail.com)



This is an open-access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) international license

1. Introduction

Generation Z was born and grew up amidst rapid technological advancements, making them highly dependent on gadgets and the internet (Aini et al., 2024). This dependency is almost unavoidable, as Gen Z is accustomed to using digital technology to seek information and complete daily activities. Their communication methods on social media also tend to be more relaxed, individual, and direct, differing from the interaction patterns of previous generations (Rachmawati, 2023).

With a birth range between 1997 and 2012, Gen Z is now the largest group in Indonesia, reaching 27.94% of the total population, or around 74.93 million people, thus occupying a strategic position in the national demographic structure. Their characteristics are distinctive, ranging from technological and digital mastery, critical and strategic thinking skills, to digital thinking habits (Liska et al., 2023).

Gen Z's daily lives are inextricably linked to social media, which serves not only as a means of communication but also as a source of information, for example, before purchasing a particular product. TikTok is one of their favorite platforms, with approximately 24% of Gen Z using the app to search for product information and utilizing TikTok Shop by Tokopedia as a technology-based shopping tool (Pamekas et al., 2019; Kotler & Keller, 2022). With a high adaptability to digital technology, Gen Z is clearly a generation that lives, learns, interacts, and transacts in a world heavily influenced by technological advancements.

TikTok Shop by Tokopedia is now one of the favorite e-commerce platforms for Gen Z in Indonesia, thanks to its ability to present engaging content through live streaming features and algorithms that adapt to user preferences (Populix, 2023). TikTok itself has grown into one of the most popular apps in the world (Rimadias et al., 2021), where users can not only create and share videos, but also interact via messages and shop online through the TikTok Shop by Tokopedia feature. This feature allows users to sell their products directly to consumers, and by collaborating with Tokopedia, TikTok Shop by Tokopedia has successfully combined social media with e-commerce, making it easier for sellers to increase sales (Lim, 2024; Campaign, 2024).

The shopping process is also made convenient: simply click the yellow cart icon in the bottom left corner of the video, and users will be directed to the purchase page. The presence of TikTok Shop by Tokopedia demonstrates how Gen Z utilizes technology and social media not only for entertainment or communication, but also as a means of shopping and digital interaction, reflecting their high adaptability to the ever-evolving digital world.

The existence of TikTok Shop by Tokopedia demonstrates how social media is not only a means of entertainment but also an effective marketing tool to drive consumer purchasing decisions. According to Tjiptono (2015), purchasing decisions are a process that includes pre-purchase activities, consumption, and post-purchase evaluation, where consumers identify needs, seek information about a particular product or brand, and evaluate available alternatives before finally making a purchase. This process is very important for companies, because consumer purchasing decisions will determine the marketing strategies to be implemented next. TikTok Shop by Tokopedia, with its live streaming feature and personalized algorithm, makes it easy for users to find products according to their needs and directly make purchases with just one click. In other words, this platform helps companies tailor products to consumers' wants and needs, thereby increasing the chance of conversion to purchases (Madani et al., 2023).

This study focuses on developing an understanding of the influence of digital marketing and pricing on Gen Z purchasing decisions through TikTok Shop by Tokopedia. Previous research by Anjani Sudrajat et al. (2024) showed that Gen Z tends to make impulsive purchases due to the influence of live sales content and short promotions on TikTok Shop by Tokopedia. This phenomenon aligns with Kertajaya's (2017) view, which emphasizes that the transformation from traditional to digital marketing is not only about changing distribution channels, but also changes in consumer behavior, which is now more responsive to interactive and personalized digital experiences. The main focus of this study is digital marketing and pricing on purchasing decisions.

Digital marketing encompasses marketing strategies through influencer marketing, user-generated content (UGC), and direct interactions between brands and consumers. These elements have been shown to influence consumer purchasing decisions. TikTok, with its unique algorithm that prioritizes relevant and engaging content, has the ability to create viral trends, bringing products to the attention of a wider audience. Consumers, especially Gen Z, tend to trust user-generated content more than traditional advertising. An effective digital marketing strategy can influence

every stage of the purchasing decision-making process, from need recognition, information search, and alternative evaluation to product purchase and use. This strategy has been proven to build brand awareness, increase engagement, and accelerate consumer decision-making (Hansdoko et al., 2025).

Besides digital marketing, price remains a key factor in consumer purchasing decisions. Research by Makatita and Supriyono (2024) shows that consumer perceptions of fair prices, as well as promotions or discounts, have a positive influence on online purchasing decisions. This suggests that while creative and interactive digital marketing strategies can attract Gen Z's attention, price remains a crucial factor in determining whether consumers will actually make a purchase. In the context of TikTok Shop by Tokopedia, pricing strategies such as flash sales, short-term discounts, or promotional packages are often combined with engaging digital content, such as live streaming and influencer endorsements. This combination of effective digital marketing and competitive pricing can encourage Gen Z consumers to make purchases. Generation Z is known as a discerning and price-sensitive consumer group, although they also pay attention to the value and experience offered by a product (Lestari, 2024).

Although extensive research has been conducted on purchasing decisions on e-commerce and social commerce platforms, several research gaps remain that require further study. Research by Anjani Sudrajat et al. (2024) found that live selling content and short promotions on TikTok Shop by Tokopedia encourage impulsive buying behavior among Generation Z. Meanwhile, research by Hansdoko et al. (2025) showed that digital marketing through influencer marketing and user-generated content (UGC) positively influences consumer purchasing decisions. Furthermore, research by Makatita and Supriyono (2024) demonstrated that price significantly influences purchasing decisions in online transactions.

However, most previous research has examined the influence of digital marketing and price separately, focusing primarily on conventional e-commerce platforms. Research specifically integrating these two variables within the social commerce context of TikTok Shop by Tokopedia is relatively limited. Furthermore, the development of the TikTok Shop by Tokopedia feature, which combines elements of entertainment, social interaction, and digital transactions, has created different consumer behavior patterns compared to other e-commerce platforms. Therefore, previous research findings cannot necessarily be generalized to this context.

Another gap lies in the characteristics of the respondents. Most previous studies have used general consumer populations, while research specifically examining Generation Z, the largest digital consumer group in Indonesia, is limited. Yet, Generation Z has unique characteristics such as high levels of digital literacy, a tendency to seek information through social media, and sensitivity to price and promotions, which can influence the purchasing decision-making process.

Based on these conditions, research is needed that simultaneously analyzes the influence of digital marketing and price on Generation Z's purchasing decisions on the TikTok Shop by Tokopedia platform to provide a more comprehensive understanding of the factors influencing consumer behavior in the social commerce era.

This research has several aspects of originality compared to previous research. First, this study integrates digital marketing and price variables into a single research model to analyze their influence on purchasing decisions on TikTok Shop by Tokopedia. Second, this study specifically focuses on Generation Z as the research object, considering that this group constitutes the largest digital generation in Indonesia and exhibits distinct consumption behaviors compared to previous generations.

Third, this research was conducted in the context of TikTok Shop by Tokopedia, a social commerce platform that combines social media and e-commerce within a single digital ecosystem. This platform's characteristics differ from conventional marketplaces by utilizing live streaming features, personalization algorithms, influencer marketing, and user-generated content that can influence

consumer behavior more interactively. Therefore, this study is expected to provide new empirical contributions regarding Generation Z purchasing behavior within the ever-evolving social commerce ecosystem and enrich the literature on digital marketing and consumer behavior in Indonesia.

2. Literature Review and Hypothesis

Administration

Siswandi (2017) states that the term administration comes from the word "ad," meaning "to," and "ministro," meaning "to serve." Thus, administration can be defined as a form of service or devotion to a particular party. Furthermore, the term "administrate," derived from Dutch, has a more limited meaning, specifically related to administrative activities. These activities include the systematic compilation and recording of information that serves as documentation of events occurring within the organization and as reporting material for management. These activities include writing, sending, and storing information, often associated with office administration as a part of overall administration.

Business

Zimmerer and Scarborough (2018) define business as an endeavor run by an individual or group that utilizes available resources to create valuable products or services that are competitive in the marketplace. The success of a business is greatly influenced by the entrepreneur's ability to manage resources, understand market needs, and adapt to changes in the business environment.

Marketing Management

Marketing management is a crucial function within a company, combining art and science to attract, retain, and grow customers through the creation, delivery, and communication of superior value (Kotler & Keller, 2022). More operationally, marketing management encompasses the analysis, planning, implementation, and control of activities aimed at helping the company achieve its strategic goals through targeted products or services (Assauri, 2022; Arman, 2022).

Digital Marketing

Digital marketing is an electronic communication channel used by marketers to promote products and services through the internet. The application of digital marketing has proven effective in expanding consumer perception and influencing their purchasing behavior. The essence of digital marketing encompasses three main aspects: the use of digital media, digital consumer engagement, and digital consumer interaction (Ryan, 2016, cited in Faisal et al., 2024).

Price

Price perception is a consumer's assessment of a product's price, whether it meets their expectations or not. This price perception can influence a consumer's decision to purchase or not. Simply put, price perception reflects the extent to which consumers perceive the offered price as fair and acceptable (Maryam, 2018).

Buying decision

Purchasing decisions can be understood as the process by which consumers evaluate various alternatives and select one or more options deemed most appropriate based on specific considerations. This behavior encompasses purchasing actions by end consumers, both individuals and households, for personal needs. The purchasing decision process begins with consumers recognizing a need or problem they are facing, seeking information about a particular product or brand, evaluating available alternatives, and ultimately making a purchasing decision (Kotler & Armstrong, 2020).

Generation Z

Bansal (2018) asserted that Generation Z grew up in the era of the internet and global networks, with impressive digital usage statistics, such as 5.1 billion Google searches per day, 4 billion

YouTube viewers, more than 1 billion Facebook accounts, and more than 1 billion iTunes music app users (Helaluddin et al., 2019). Research by Bencsik et al. (2016), cited by Nurul et al. (2021), shows that compared to Generation X, Generation Z is more adept at utilizing technology and information, so this has become an important part of their daily lives.

Research Hypothesis

The Influence of Digital Marketing on Purchasing Decisions

Digital marketing is a marketing strategy that utilizes digital media to reach and influence consumers in making purchases. Effective digital marketing implementation can increase consumer interest in a product through the delivery of engaging, interactive, and easily accessible information. According to Gunelius (2011), indicators in social media marketing include content creation, content sharing, connecting, and community building. Previous research conducted by Angelyn and Kodrat (2021), Romansyah and Khuzaini (2023), Rahayu Hidayati and Khuzaini (2023), Salsalina and Perangin-angin (2024), and Qalbi et al. (2024) showed that digital marketing has a positive and significant influence on consumer purchasing decisions. Therefore, the first hypothesis in this study is:

H1: Digital Marketing has a positive and significant influence on Generation Z's Purchasing Decisions on TikTok Shop by Tokopedia.

The Influence of Price on Purchasing Decisions

Price is one of the main factors consumers consider before making a purchase. Consumer perception of price can influence their level of interest and decision-making when choosing a product. Suparti and Evelyana (2022) stated that price is a crucial indicator in determining consumer purchasing decisions. Research by Budhiarti, Pratama, and colleagues (2022) also found that competitive prices can increase purchasing interest and sales volume, while excessively high prices can decrease purchasing decisions. Therefore, setting a price that is appropriate to the quality and benefits of the product will improve consumer purchasing decisions. Based on this description, the following hypothesis is formulated:

H2: Price has a positive and significant effect on Generation Z's purchasing decisions on TikTok Shop by Tokopedia.

The Influence of Digital Marketing and Price on Purchasing Decisions

Purchasing decisions are the process by which consumers make choices about a product based on needs, information, and evaluation of alternatives. According to Kotler and Keller (2016), purchasing decisions occur when consumers decide to purchase a particular product after going through a deliberation process. In the context of digital marketing, digital marketing and price are two important factors that can simultaneously influence consumer behavior. Engaging digital marketing strategies, such as creative content, live streaming, influencer marketing, and digital promotions, can increase consumer attention and interest. Conversely, competitive pricing can strengthen the perception of product value, thus encouraging consumers to make a purchase.

The simultaneous influence of these two variables is increasingly important for Generation Z, who actively use social media and e-commerce platforms like TikTok Shop by Tokopedia. The combination of effective digital marketing strategies and appropriate pricing can create a synergistic effect in increasing consumer purchasing decisions. Based on this description, the third hypothesis in this study is:

H3: Digital Marketing and Price simultaneously have a positive and significant influence on Generation Z's Purchasing Decisions on TikTok Shop by Tokopedia.

3. Data and Method

Research Methods Used

This research uses a quantitative approach with the ex post facto method, as it aims to determine the factual effect of independent variables on the dependent variable. According to Sugiyono (2020), ex post facto research examines an event that has already occurred and then investigates the factors that may have caused it.

Furthermore, according to Sugiyono (2020), quantitative methods are based on a positivist philosophy, where researchers study specific populations or samples, collect data through statistical research instruments, and verify hypotheses. In this study, the primary focus is to identify the influence of digital marketing and pricing on purchasing decisions among Generation Z users of TikTok Shop by Tokopedia.

Population and Sample

In this study, the population consisted of all students of SMK ICB CN Bandung who actively use TikTok Shop by Tokopedia as a shopping platform. The sampling technique in this study was purposive sampling, namely the selection of samples based on certain criteria, namely students of SMK ICB CN Bandung who actively use TikTok Shop by Tokopedia. The sampling technique in this study was purposive sampling, namely the selection of samples based on certain criteria, namely students of SMK ICB CN Bandung who actively use TikTok Shop by Tokopedia.

The population of this study consists of all students of SMK ICB CN Bandung who actively use TikTok Shop by Tokopedia as an online shopping platform. Since not all students meet the characteristics required for the study, a purposive sampling technique was employed. Purposive sampling is a non-probability sampling method in which respondents are selected based on specific criteria relevant to the research objectives. The criteria for participation are: (1) being an active student of SMK ICB CN Bandung and (2) having used TikTok Shop by Tokopedia to search for product information and/or make online purchases.

The sample size was determined based on the recommendation of Hair et al. (2019), who suggest that for multivariate analysis, the minimum sample size should be 5–10 times the number of indicators used in the research instrument. In this study, the questionnaire consists of 20 indicators measuring Digital Marketing, Price, and Purchase Decision variables. Therefore, the minimum sample size required is:

$$n = 20 \times 5 = 100$$

Thus, a minimum of 100 respondents is required to ensure sufficient statistical power and reliable results. This sample size is considered adequate for analyzing the relationships between variables and for representing the characteristics of students who actively use TikTok Shop by Tokopedia.

Furthermore, obtaining at least 100 respondents aligns with commonly accepted standards in behavioral and marketing research, ensuring that the collected data are sufficient for conducting validity, reliability, and regression analyses.

Data collection technique

This study used a questionnaire as the primary instrument for data collection. A questionnaire is a form of primary data collection, in which respondents are asked to answer written questions prepared by the researcher (Sugiyono, 2020). The use of questionnaires allows researchers to collect information from a large number of respondents efficiently and systematically. In this study, questionnaires were used to measure the research variables: social media marketing, price, and purchasing decisions.

Data Processing Techniques

The data analysis procedure in this study was carried out in two main stages using IBM SPSS 27.0. The first stage is descriptive analysis, which aims to describe the general characteristics of the respondent data, such as frequency distribution, average (mean), median, standard deviation, and the distribution of values for each variable. Descriptive analysis helps researchers understand the initial picture of the condition of Digital Marketing, prices, and purchasing decisions among Generation Z users of TikTok Shop by Tokopedia.

4. Results

Reliability Test

Table 1. Reliability Test

Variables	Cronbach's Alpha	Benchmark Value	Information
<i>Digital Marketing</i>	,945	,600	Reliable
Price	,930	,600	Reliable
Buying decision	,956	,600	Reliable

Source: Processed Data (2026)

Based on the reliability test results in the table above, it is known that the Digital Marketing variable has a Cronbach's Alpha value of 0.945, the Price variable 0.930, and the Purchase Decision variable 0.956. All Cronbach's Alpha values are greater than the benchmark value of 0.600. This indicates that all instruments used in this study meet the reliability criteria.

Normality Test

Table 2. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		ABS_RES
N		190
Normal Parameters ^{a,b}	Mean	0E-7
	Standard Deviation	3.63920100
	Absolute	,123
Most Extreme Differences	Positive	,123
	Negative	-,097
Kolmogorov-Smirnov Z		1,700
Asymp. Sig. (2-tailed)		,062

Source: Processed Data (2026)

Based on the results of the One-Sample Kolmogorov-Smirnov test, the Asymp. Sig. (2-tailed) value was obtained at 0.062. This significance value is greater than 0.05, so H_0 accepted and it can be concluded that the residual data in this study is normally distributed. Thus, the normality assumption in the regression model has been met.

Multicollinearity Test

Table 3. Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
(Constant)			
1	<i>Digital Marketing</i>	,210	4,769
	Price	,210	4,769

Source: Processed Data (2026)

Thus, it can be concluded that there are no symptoms of multicollinearity between the independent variables in the regression model of this study.

Heteroscedasticity Test

Table 4. Heteroscedasticity Test

Coefficients ^a		
Model	t	Sig.
(Constant)	,000	1,000
1 <i>Digital Marketing</i>	,000	1,000
Price	,000	1,000

Source: Processed Data (2026)

All significance values are greater than 0.05, thus concluding that there are no signs of heteroscedasticity in this research's regression model. Therefore, the regression model examining the influence of digital marketing and price on purchasing decisions meets the assumption of homoscedasticity.

Hypothesis Testing

Table 5. Hypothesis Testing

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,751	1,486		1,852	,066
1 <i>Digital Marketing</i>	,347	,057	,361	6,101	,000
Price	,924	,092	,593	10,032	,000

Based on the results of the descriptive analysis, the Digital Marketing variable obtained an average of 3.722 and the Price variable obtained an average of 3.595, both of which are included in the good category. This indicates that Generation Z students at SMK CN have a positive perception of digital marketing activities and product prices on TikTok Shop by Tokopedia. However, there are still several indicators with the lowest average values, namely 3.500 for the indicator of product information accuracy on social media and 3.384 for the indicator of price suitability to product benefits. This condition indicates that some respondents still doubt the accuracy of product information and consider the price not fully commensurate with the benefits received. Therefore, companies need to increase the transparency of product information and strengthen pricing strategies to be able to provide a better perception of value for Generation Z consumers.

Table 6. ANOVA

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15747,877	2	7873,939	588,247	,000b
	Residual	2503,075	187	13,385		
	Total	18250,953	189			

Source: Processed Data (2026)

Based on the results of the F test in the ANOVA table, the calculated F value was 588.247 with a significance of $0.000 < 0.05$, so that H_0 rejected and H_a accepted. This indicates that the variables of Digital Marketing and Price simultaneously have a significant influence on Generation Z's Purchasing Decisions on TikTok Shop by Tokopedia. Thus, the regression model in this study is deemed suitable for use.

5. Discussion

The Influence of Digital Marketing on Purchasing Decisions

Digital marketing is an electronic communication channel used by companies to promote products and build relationships with consumers through the internet. Ryan (2016) in Faisal et al. (2024) explains that the core of digital marketing includes the use of digital media, a digital approach to consumers, and two-way interactions that enable active consumer engagement. In the context of Generation Z, digital marketing is highly relevant because this generation is a digital native who is accustomed to using social media and consuming visual and interactive content. Platforms like TikTok allow for creative delivery of marketing messages through short videos, live streaming, and collaborations with influencers, thereby influencing consumer purchasing behavior.

The results of this study align with those of Angelyn and Kodrat (2021), who stated that implementing social media marketing strategies can significantly improve consumer purchasing decisions. Gunelius (2011) also explained that the effectiveness of social media marketing is influenced by four main indicators: content creation, content sharing, connecting, and community building. When these four indicators are implemented effectively, consumers are more easily attracted to and influenced by marketing messages delivered through digital media.

Furthermore, the results of this study support the research of Romansyah and Khuzaini (2023), Rahayu Hidayati and Khuzaini (2023), Salsalina and Perangin-angin (2024), and Qalbi et al. (2024), which concluded that digital marketing has a positive and significant influence on purchasing decisions. Therefore, the first hypothesis (H1), which states that digital marketing has a positive and significant influence on purchasing decisions, is accepted.

The Influence of Price on Purchasing Decisions

Price is a crucial element in the marketing mix that directly influences consumer purchasing decisions. According to Kotler and Armstrong in Musfar (2020), price is the amount of money consumers must pay to obtain the benefits of a product or service. Consumer perception of price is not only related to the amount paid but also to the appropriateness of the price to the benefits received. Therefore, price is a crucial factor consumers consider before making a purchasing decision.

The results of this study support the opinion of Suparti and Evelyana (2022), who stated that price is the primary indicator consumers consider when making purchasing decisions. Research by Budhiarti, Pratama, and colleagues (2022) also shows that competitive prices can increase purchase intention and sales volume, while excessively high prices can decrease consumer interest. This suggests that Generation Z has a high sensitivity to price, particularly when shopping online on digital platforms like TikTok Shop by Tokopedia.

Thus, the results of this study are consistent with previous theory and research stating that price has a significant influence on consumer purchasing decisions. Therefore, the second hypothesis (H2), which states that price has a positive and significant influence on purchasing decisions, is accepted.

Influence.

The Simultaneous Influence of Digital Marketing and Price on Purchasing Decisions

The F-test is used to determine whether the variables Digital Marketing and Price simultaneously have a significant influence on Purchasing Decisions. According to Ghazali (2020), the significance value in the F-test indicates the probability that the independent variables simultaneously influence the dependent variable. If the significance value is ≤ 0.05 , then the independent variables are declared to have a significant simultaneous influence on the dependent variable.

The results of this study indicate that a combination of digital marketing strategies and appropriate pricing can improve consumer purchasing decisions. Digital marketing through social media, creative content, live streaming, and digital promotions can attract attention and increase consumer

interest in a product. Meanwhile, competitive pricing can strengthen the product's perceived value, so consumers feel the product they purchase is worth the benefits it offers.

In Generation Z, the simultaneous influence of these two variables is even stronger due to the generation's active social media use and high responsiveness to digital promotions. TikTok Shop by Tokopedia, as a social media-based e-commerce platform, is able to combine digital marketing strategies with attractive pricing, thereby more effectively driving purchasing decisions.

Thus, the results of this study strengthen previous theories and research which state that Digital Marketing and Price have an important influence in forming consumer purchasing decisions, both partially and simultaneously.

6. Conclusion

Based on the results of the research that has been conducted, it can be concluded that Digital Marketing and Price have a positive and significant influence on Generation Z's Purchasing Decisions on TikTok Shop by Tokopedia. The Digital Marketing variable obtained an average value of 3.722, the Price variable was 3.595, and the Purchase Decision variable was 3.715, all of which are in the good category. The results of the hypothesis testing indicate that partially Digital Marketing and Price have a significant influence on purchasing decisions, with the Price variable being the most dominant factor. In addition, simultaneously both variables are also proven to be able to influence Generation Z's purchasing decisions. These findings indicate that creative and interactive digital marketing strategies, accompanied by competitive pricing, can increase consumer interest and confidence in making purchases through TikTok Shop by Tokopedia.

Implications

The results of this study imply that companies need to strengthen their digital marketing strategies to align with the characteristics of Generation Z as active social media users. Creative content, live streaming, influencer marketing, and accurate product information can enhance the effectiveness of digital promotions. Furthermore, companies need to maintain a competitive pricing strategy commensurate with product quality to enhance consumer perceptions of value. By combining effective digital marketing with appropriate pricing, companies can improve purchasing decisions and strengthen their competitiveness on social commerce platforms like TikTok Shop by Tokopedia.

Recommendation

Based on the research results, companies are advised to continue optimizing their digital marketing strategies through creative, informative, and interactive content to be more appealing to Generation Z. Companies also need to increase product information transparency and maintain price alignment with the product benefits offered. In addition, providing promotions, discounts, and free shipping programs can be strategies to increase consumer purchasing interest. For future researchers, it is recommended to add other variables such as consumer trust, product quality, brand image, or influencer influence to make the research results more comprehensive and have a broader level of generalization.

References

- Aini, N. F., Safitri, D., & Sujarwo. (2024). Perilaku konsumtif Gen Z dalam kehadiran TikTok Shop by Tokopedia. *JICN: Jurnal Intelek dan Cendekiawan Nusantara*, 1, 878–888.
- Akbar, I., Nursyanti, R., Ramadhani, M. W., & Setiawan, D. (2025). Introduction training on how search engine marketing works for digital marketing platforms for students of SMAN 16 Bandung. *Jurnal Pengabdian Masyarakat Tapis Berseri (JPMTB)*, 4(1), 92–96. <https://doi.org/10.36448/jpmtb.v4i1.137>
- Angelyn, A., & Kodrat, D. S. (2021). The effect of social media marketing on purchase decision with brand awareness as mediation on Haroo Table. *International Journal of Review Management Business and Entrepreneurship (RMBE)*, 1(1), 16–24. <https://doi.org/10.37715/rmbe.v1i1.1946>

- Anjani Sudrajat, N. D., Chairunnisa, G., Assyifa, S. N., Wulandari, N., & Rimadiaz, S. (2024). Stream to shop: Perilaku belanja Gen Z pada social commerce dan apa yang paling memikat mereka. *Jurnal Manajemen dan Pemasaran Digital*, 2(3), 122–135. <https://doi.org/10.38035/jmpd.v2i3.212>
- Assauri, S. (2013). *Manajemen pemasaran: Konsep dan strategi*. Rajawali Pers.
- Bastian, R., & Budhiarti, A. (2022). Pengaruh harga, lokasi dan store atmosphere terhadap keputusan pembelian di Omah Kopi 3 Mas Surabaya. *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 11(11).
- Faisal, A., Fauziyah, N. N., Ekawanto, I., Sabur, M., & Asih, R. R. D. (2024). *Digital marketing: Strategi dan inovasi pemasaran digital menembus pasar global*. PT Sonpedia Publishing Indonesia.
- Fauziah, I. M., & Yuwono, I. (2023). Pengaruh digital marketing, kualitas produk dan harga terhadap keputusan pembelian boneka di PT. Bangun Nusantara Kanaka. *Mufakat: Jurnal Ekonomi, Manajemen dan Akuntansi*, 2(3), 150–160. <https://doi.org/10.572349/mufakat.v2i3.724>
- Gunelius, S. (2011). *Content marketing for dummies*. John Wiley & Sons.
- Hansdoko, R., Ayuningtyas, F., Syam Maella, N., & Widiarto, D. S. (2025). Strategi digital marketing melalui TikTok dalam membangun brand trust generasi Z. *Buana Komunikasi: Jurnal Penelitian dan Studi Ilmu Komunikasi*, 6(2), 88–101. <https://doi.org/10.32897/buanakomunikasi.2025.6.2.4595>
- Jaya, D. A., Ogi, I. W. J., & Palandeng, I. D. (2023). Pengaruh digital marketing, kualitas produk dan harga terhadap keputusan pembelian di Etsuko Kitchen Manado. *Jurnal EMBA*, 11(4). <https://doi.org/10.35794/emba.v11i4.52434>
- Juftia, T. T., & Fadli, M. (2024). Pengaruh digital marketing dan penetapan harga terhadap keputusan pembelian pada Toko Buku Zanafa Pekanbaru. *Jurnal Daya Saing*, 10(2). <https://doi.org/10.35446/dayasaing.v10i2.1696>
- Kertajaya, H. (2017). *Marketing 4.0: Moving from traditional to digital*. John Wiley & Sons.
- Kotler, P. (2020). *Marketing management* (15th ed.). Pearson.
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2022). *Marketing management* (14th ed.). Pearson.
- Lestari, E. J. (2024). The influence of digital marketing on product quality, price, and consumer purchasing decisions towards something product brands. *Jurnal Ilmiah Manajemen dan Bisnis*, 10(2), 249–260. <https://doi.org/10.22441/jimb.v10i2.28220>
- Lestari, T., Ilyas, F., Rusmayanti, S., & Damhudi, D. (2024). Analisis strategi bisnis menggunakan digital marketing pada UMKM di era new normal pasca pandemi COVID-19. *Jurnal Ilmiah Manajemen, Ekonomi & Akuntansi (MEA)*, 8(1), 2017–2029. <https://doi.org/10.31955/mea.v8i1.3908>
- Lim, S. (2024). How will the TikTok-Tokopedia alliance disrupt the Indonesian e-commerce space? *Campaign Asia*. <https://www.campaignasia.com/article/how-will-the-tiktok-tokopedia-alliance-disrupt-the-indonesian-e-commerce-space/493923>
- Madani, A. U., Karyatun, S., & Digidowiseiso, K. (2023). The influence of product quality, brand image, and price perception on the purchase decision of Honda Vario motorcycles in Depok. *International Journal of Economics, Management, Business and Social Science (IJEMBIS)*, 3(1).
- Makatita, I. R., & Supriyono, S. (2024). Influence of digital marketing, word of mouth, and price perceptions on purchasing decisions product uses home credit. *Jurnal Ekonomi*, 13(1), 383–395.
- Populix. (2023). *Consumer preferences and shopping trends among Gen Z in Indonesia*. <https://www.populix.co>
- Pratama, Y. D., Yunanda, B. D., & Sulaehasari, N. (2022). Faktor-faktor yang mempengaruhi keputusan pembelian kopi Kopitalisme di masa pandemi. *Jurnal Revenue*, 2(2), 325–333.
- Putri, D. T., Sari, S. N., Sari, I. N., & Fitri, A. A. (2025). Implementasi digital marketing sebagai strategi peningkatan daya saing pemasaran UMKM Gapit Gamoh. *Jurnal Pengabdian kepada Masyarakat Nusantara*, 6(4), 5526–5538. <https://doi.org/10.55338/jpkmn.v6i4.7388>

- Rachmawati, M., Widagdo, T. H., Sudiyono, S., Nurcahyo, S. A., & Ali, A. (2023). Implementation of digital marketing strategy in MSME development in Candisari Ungaran Village. *Jurnal Indonesia Sosial Sains*, 4(8), 707–713. <https://doi.org/10.59141/jiss.v4i08.863>
- Rozi, I. A., & Khuzaini, K. (2021). Pengaruh harga, keragaman produk, kualitas pelayanan dan promosi terhadap keputusan pembelian di marketplace Shopee. *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 10(5).
- Romansyah, R. Y. P., & Khuzaini, K. (2023). Pengaruh social media marketing terhadap keputusan pembelian dimediasi word of mouth pada Waiki Dimsum Cabang Gubeng Surabaya. *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 12(1).
- Ryan, D. (2016). *Understanding digital marketing*.
- Salsalina, M., & Perangin-Angin, B. (2024). The influence of social media marketing and electronic word of mouth (E-WoM) on purchasing decisions at e-commerce Shopee. *Management Studies and Entrepreneurship*.
- Setiawan, O., Simorangkir, E. S., & Purwati, A. A. (2020). Pengaruh kualitas produk, harga, relationship marketing terhadap keputusan pembelian produk di PT Asaba Pekanbaru. *Management Studies and Entrepreneurship Journal (MSEJ)*, 1(1), 64–77.
- Suparti, S., & Evelynna, F. (2022). Pengaruh kualitas produk, harga dan brand image terhadap keputusan pembelian kopi instan Good Day Mocacino di Kebumen. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis dan Akuntansi (JIMMBA)*, 4(6), 788–802. <https://doi.org/10.32639/jimmba.v4i6.166>
- Upadana, M. W. K., & Pramudana, K. A. S. (2020). Brand awareness memediasi pengaruh social media marketing terhadap keputusan pembelian. *E-Jurnal Manajemen*, 9(5), 1921–1941. <https://doi.org/10.24843/EJMUNUD.2020.v09.i05.p14>