
ONLINE SHOPPING PREFERENCES AT TIKTOK SHOP AND TIKTOK LIVE (PIKSI GANESHA POLYTECHNIC SURVEY)

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Abstract

This study aims to determine preferences for online shopping between TikTok Shop and TikTok Live among students of the Piksi Ganesha Polytechnic campus. The population of this research is Piksi Ganesha Polytechnic students who use the TikTok application. The research sample is 100 people and the sample results are collected using the Google form. In analyzing the data from the questionnaires collected, it was found the Mann-Whitney test results with a mean rank value of 110.58 or 55,29% for TikTok Live, which means that it has a higher interest than the TikTok Shop with a mean rank value of 90.43 or 44,71%. These results indicate consumer preference for direct interaction with sellers, personalized experiences, and entertainment elements related to live streaming in TikTok Live. It is recommended for sellers on this platform to continue to develop interactive features that increase consumer engagement.

Keyword: Preferences, Shopping Online, TikTok Shop, TikTok Live

Introduction

Information technology (IT) is a general term that refers to all forms of technology used to collect, process, store and disseminate information. IT includes a variety of technologies, such as computers, software, computer networks, mobile devices and the internet. The development of information technology has had a significant impact on modern human life. This rapid technological development has changed the way we interact, work, and shop in online markets, one of which is TikTok.

In general, the TikTok application is an application for creating and distributing various short videos in vertical format, which are played simply by scrolling the screen up or down. The algorithm from TikTok is also what makes this application increasingly popular, different from YouTube or Instagram, the TikTok algorithm can spread content from any user without looking at the number of followers by learning the habits of active users faster than other applications, which is called "For Your Page". Over time, TikTok has launched an online purchasing feature called TikTok Shop and TikTok Live. This is what makes TikTok an entertainment application as well as a place for online shopping.

Online shopping is a transaction process carried out through media or intermediaries, namely in the form of online buying and selling sites or social networks that provide goods or services for sale. Now online shopping has become a habit for some people, because of the convenience it provides, many people think that online shopping is a means of finding necessary goods such as daily necessities, hobbies, and so on. Online shopping can also be interpreted as the consumer's desire to spend money to get something they want in an online shop. This process can be done by ordering the desired goods through vendors or manufacturers and resellers using the internet. Next, make payment by transferring via bank, e-bank, or COD (Cash on Delivery).

Online shopping preference is a person's tendency to make purchases via the internet (Levin et al., 2005). The tendency in question is the experience through the buying process from the search stage to the purchase decision stage, not just the intention to make an online purchase. Specifically, in the consumer buying process, online shopping, lies in the alternative evaluation stage, because at this stage the consumer selects product attributes. (Kotler Philip & Keller Kevin Lane, 2009).

Piksi Ganesha Polytechnic as one of the tertiary institutions in Indonesia has a significant number of students and diverse backgrounds. As a representative sample, Piksi Ganesha Polytechnic students could be an interesting research object to understand shopping preferences on TikTok. This research aims to reveal the shopping preferences and

behavior of Piksi Ganesha Polytechnic students on TikTok Shop and TikTok Live. By taking a sample of Piksi Ganesha Polytechnic students as respondents, this research is expected to provide useful insights for companies and brands who want to market their products via social media platforms such as TikTok.

Literature Review

TikTok has become a popular social media platform among teenagers and young people. (Bulele & Wibowo, n.d.) also said that the return of Tiktok was used by many people to create interesting content and do business. So TikTok has taken the opportunity by presenting TikTok Shop and TikTok Live where we can directly carry out buying and selling transactions on the video using the link provided below or what is usually called the yellow basket. TikTok Shop is an online shop that provides products from various categories, from fashion to cosmetics, while TikTok Live is a live video platform used by sellers to promote and sell their products directly to TikTok users.

Online shopping is part of e-commerce which refers to business activities that utilize communication technology such as the internet as a medium (Grant August & Meadows J. H, 2012). E-Commerce is also an arena for sellers to carry out promotions, according to a book written by (Prihartono, 2012) entitled 'Dasar-dasar Bisnis', Sales promotion is a form of impersonal selling. These promotions are designed to increase sales, build store sales, encourage product trials, extend sales time, and support advertising.

In increasing sales, a business actor needs to make a strategy and loyalty to potential customers to sell their products. Based on research articles conducted by (Prihartono, 2021) entitled Analysis of Buying Interest: Price, Trust and Advertising (Study Literature Review) which states that price, trust, and advertising have a relationship with consumer purchasing interest.

According to other research conducted by (Musa et al., 2019) Regarding consumer preferences in shopping at online shops, it shows that what consumers prefer when shopping at online shops is a variety of products, fast delivery processes and good layouts and on-site payments for safer transactions.

Then research conducted by (Murjiati Wahyu, 2021) Regarding the influence of advertising and the TikTok application on IAIN Palopo sharia business management students' buying interest, it was found that the TikTok application had a positive effect on IAIN Palopo sharia business management students' buying interest on TikTok. This research shows that students in Indonesia also have an interest and preference for shopping on TikTok.

In addition, research conducted by (Susanti, 2018) regarding the factors that influence buying interest in e-commerce lazada.co.id (Study of Undergraduate Management Students "STIE KBP" Padang) the results show that factors such as ease of use, benefits, price, and trust in the seller have a significant influence significantly on student buying interest on e-commerce platforms.

Other research conducted by (Ulfa & Fikriyah, 2022) regarding the analysis of factors that influence Muslim consumer purchasing decisions at the tiktok shop, it shows that price, convenience, promotions are the most important factors in influencing shopping preferences on the e-commerce platform.

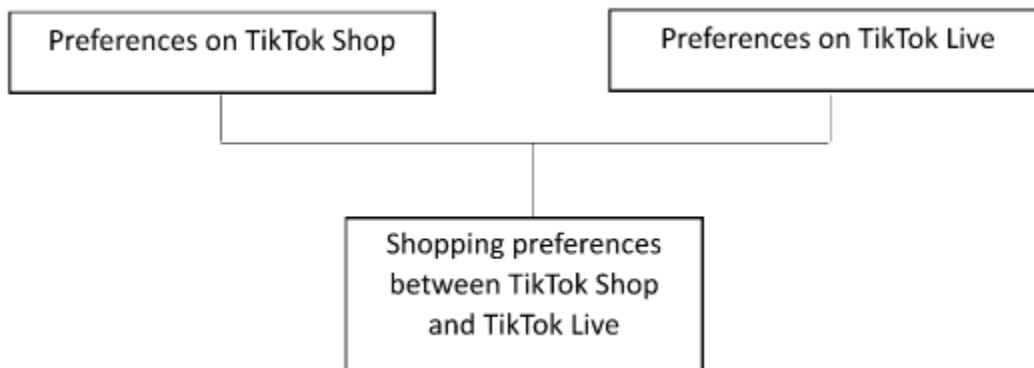
From these studies, it can be concluded that students' shopping preferences in Indonesia are influenced by factors such as ease of use, product quality, price, trust in sellers, and attitudes towards certain e-commerce platforms. However, even though TikTok Shop and TikTok Live have become increasingly popular platforms, there is still little research that addresses the shopping preferences of TikTok users specifically. This research aims to fill this gap by investigating shopping preferences on TikTok Shop and TikTok Live among Piksi Ganesha Polytechnic students.

HYPOTHESIS

Null Hypothesis (H0) : There is no significant difference in shopping preferences on TikTok Shop and TikTok Live.

Alternative Hypothesis (H1) : There are significant differences in shopping preferences on TikTok Shop and TikTok Live.

Framework Theory



Research Methods

Type of Research, Population and Sample

This research uses a descriptive method with a quantitative approach. The population in this study involved a total of 2905 active students of the Piksi Ganesha Polytechnic. The sample calculation technique that researchers use is the Slovin formula with the following calculations:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{2905}{1 + 2905 \cdot (0,10)^2}$$

$$n = \frac{2905}{2906,01}$$

$$n = 99,96$$

$$n = 100 \text{ People}$$

Explanation :

N : Number of population

n : Number of samples

e : Margin error

From the sample calculations that the researchers did, the sample results were obtained at the Piksi Ganesha Polytechnic which used as many as 100 people.

Method of collecting data

This study will use the survey method as a data collection technique. Respondents taken in this study were Piksi Ganesha Polytechnic students who used the TikTok application. Data will be collected through an online questionnaire using the Google form.

Data analysis technique

The analysis technique that the researcher will use is the Normality Test and the Mann-Whitney Test. To find out which preference is preferred, measurement is carried out using a questionnaire. There are five possible answers for each statement. The results of the score interpretation criteria for each variable can be seen in the following continuum line:

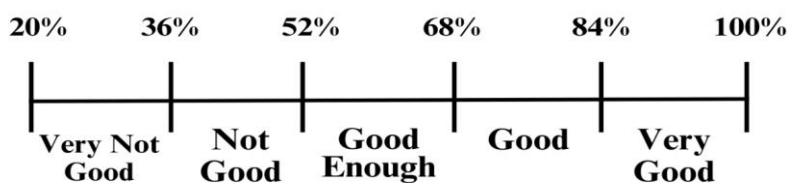


Figure 1. Classification of Percentage Assessment Categories in a Continuum

The Mann-Whitney test does not require normally distributed data but only assumes that the populations have the same shape. This test is often also called the U test, because the statistic used to test the null hypothesis is called U. This research uses the Mann Whitney test because it consists of two different but related samples and the data is not normally distributed.

Results and Discussion

Results

Validity test

Table. 1 Validity Test Results

	Item	r _{count}	r _{table}	Information
TikTok Shop	1	0,441	0,256	Valid
	2	0,350	0,256	Valid
	3	0,508	0,256	Valid
	4	0,362	0,256	Valid
	5	0,285	0,256	Valid
TikTok Live	1	0,525	0,256	Valid
	2	0,434	0,256	Valid
	3	0,526	0,256	Valid
	4	0,625	0,256	Valid
	5	0,556	0,256	Valid

Based on table 1, the results of the validity test show that $r_{\text{count}} > r_{\text{table}}$, the result is that all statements in the questionnaire are declared valid and the research can be continued.

Reliability Test

Table. 2 Reliability Test Results

Cronbach's Alpha	N of Items
.616	10

In table 2 the results of the reliability test for Cronbach's Alpha show the number 0.616. Based on these results, the results of the reliability test were declared reliable because they exceeded the minimum reliable figure, namely $0.616 > 0.60$.

Normality Test

Table. 3 Case Processing Summary Test Results

Variabel		Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
Skor	TikTok Shop	100	100.0%	0	0.0%	100	100.0%
	TikTok Live	100	100.0%	0	0.0%	100	100.0%

Based on the results of the data that has been processed in table 3, the results show that the data to be tested shows a valid value of 100% for the TikTok Shop and TikTok Live variables and a missing value of 0%.

Table. 4 Descriptives Test Results

Variabel		Statistic	Std. Error	
Skor	TikTok Shop Mean	19.56	.213	
	95% Confidence Interval for Mean	Lower Bound	19.14	
		Upper Bound	19.98	
	5% Trimmed Mean	19.53		
	Median	20.00		
	Variance	4.532		
	Std. Deviation	2.129		
	Minimum	14		
	Maximum	25		
	Range	11		
	Interquartile Range	2		
	Skewness	.249	.241	
	Kurtosis	.703	.478	
	TikTok Live	Mean	20.22	.263
95% Confidence Interval for Mean		Lower Bound	19.70	
		Upper Bound	20.74	
5% Trimmed Mean		20.31		
Median		20.00		
Variance		6.941		
Std. Deviation		2.635		
Minimum		10		
Maximum		25		
Range		15		
Interquartile Range		3		
Skewness		-.717	.241	
Kurtosis		1.597	.478	

Based on table 4 of the descriptive statistical test results, the TikTok Shop obtained a minimum value of 14, a maximum value of 25, an average value of 19.56, and a standard deviation value of 2.129. Then for TikTok Live, a minimum value of 10 is obtained, a maximum value of 25, an average value of 20.22, and a standard deviation value of 2.635.

Table. 5 Normality Test Results

Variabel	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Skor TikTok Shop	.188	100	.000	.951	100	.001
TikTok Live	.112	100	.004	.956	100	.002

Based on the test of normality table in the Kolmogorov Smirnov column, the sig value is obtained. on the TikTok Shop variable of 0.000. Meanwhile, for the TikTok Live variable, the sig value is obtained. of 0.004. The sig value is obtained, both variables are <0.05 which means the data is not normally distributed.

Mann-Whitney Test

Table. 6 Mann-Whitney Test Results

Variabel	N	Mean Rank	Sum of Ranks
Skor TikTok Shop	100	90.43	9042.50
TikTok Live	100	110.58	11057.50
Total	200		

Based on the results of the Mann-Whitney test, the mean rank on TikTok Shop was 90.43 or 44.71% and on TikTok Live was 110.58 or 55.29%. So it can be concluded that the interest in using TikTok Live is greater than TikTok Shop.

Table.7 Test Statistics Test Results

	Skor
Mann-Whitney U	3992.500
Wilcoxon W	9042.500
Z	-2.489
Asymp. Sig. (2-tailed)	.013

Based on the statistical test table, the Sig. (2-tailed) of 0.013. Sig value. < 0.05, meaning that there is a significant difference between the TikTok Shop and TikTok Live groups.

Discussion

Based on research that has been conducted regarding usage interest between TikTok Shop and TikTok Live, data collected from questionnaires has been processed and analyzed to identify differences in interest between the two shopping platforms. The analysis results show that TikTok Live has higher interest than TikTok Shop, as reflected in the scores given by respondents.

These results indicate that respondents tend to prefer the TikTok Live platform for shopping compared to TikTok Shop. This preference can be interpreted as a preference for direct interaction with sellers, a more personalized experience, and perhaps also the entertainment aspect related to live streaming in TikTok Live. Factors such as unique product offerings, interactive sellers, and a more dynamic shopping experience within TikTok Live may have contributed to this higher interest.

However, it is important to remember that these results only represent data from respondents who have participated in the questionnaire. These preferences can be influenced by a variety of individual factors, including personal preferences, previous experiences, and social environment. Additionally, it is possible that these preferences may change as online shopping platforms and trends evolve.

In the context of this analysis, it is also necessary to pay attention to the limitations of the research. The methods used in data collection and analysis can affect the generalizability of the findings. In addition, ethical considerations and data integrity are also important in the interpretation of research results.

The finding that TikTok Live has higher interest than TikTok Shop contributes to further understanding of user preferences in shopping on social media-based platforms. The implications of these findings can be used by businesses and platforms to improve the services and shopping experience offered to users.

Ultimately, this research contributes to the literature on online shopping behavior and the influence of social media in this regard. However, further research is needed to explore the factors that influence these preferences, as well as to understand the dynamics that may change as online shopping platforms and trends evolve in the future.

Conclusions and Recommendations

Conclusion

This study aims to determine the comparison of interest in use between TikTok Shop and TikTok live. Based on the research results, it can be concluded that the interest in using TikTok Live is greater than TikTok Shop.

Recommendation

Research regarding preferences for using TikTok Shop and TikTok Live is still very minimal, so the author hopes that readers or all parties can continue and develop research regarding preferences for using TikTok Shop and TikTok Live so that the research results do not experience bias. Further research can expand the respondent's area to strengthen the research results.

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