

Perceived Ease of Use on Purchasing Decisions in E-Commerce (a case study of TikTok social media)

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Abstract.

The ease of technology makes it easier for humans to do activities. The Tiktok Shop application has a positive impact on consumers shopping online. This convenience makes customers have high purchasing decisions to buy products. The reason for the high purchase decision is because there is a perception of convenience by the user. This research was based on the experience of TikTok Shop consumers aged 17 years and over. The method in this research uses qualitative case studies. Data collection techniques were carried out using interviews, observations, and documentation studies analyzed thematically. The results of this study indicate that the ease of technology in facilitating online shopping and purchasing decisions has increased with the various services available on the TikTok Shop application feature.

Keywords: *Perceived Ease Of use, Purchase Decision, E-Commerce, TikTok*

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1. Introduction

The creative industry is increasing rapidly; revolutionary technological developments are driving this development. The use of technology today is supported by the internet, which can access the whole world quickly. Year by year, internet users in Indonesia are increasing, so more internet users are accessing social media, which in turn causes entrepreneurs to start using social media as a promotional medium to market their products (Ayang., Kharisma., & Firdaus., 2020). The use of social media as a product promotion event because its users are increasing, so the consumer market will affect product sales.

The increase in social media users can be seen from the use of the internet by the community. According to the results of Hootsuite's Wearesocial research, there were 175.4 million Indonesians who used internet access in 2020 (Hasiholan., Pratami., & Wahid., 2020).

The use of internet access from year to year continues to increase. Electronic equipment that was once considered a luxury item has now begun to shift into a significant need in the current era. The need for electronic devices such as smartphones facilitates the mobility of daily life. Starting from accessing payments virtually in all fields to searching for information quickly through online news portals that are constantly updated 24 hours a day.

The great benefit of digital technology does not mean it is a negative threat; it encourages people to always move creatively following the development of the times and existing technology. Social media has become a part of people's lives as the whole world is in hand and easy to access; many organizations and companies are starting to take advantage of the technology in social media (Sulistyo, Putro Bagus., 2015). The use of technology for everyday life is helpful as a promotional media for product introduction. Traditional marketing strategies are shifting towards modern ones, using social media as a promotional medium.

The development of technology has made E-commerce more attractive to the public, resulting in a shift in aspects of people's social life. This dynamic change is due to increased sales to buyers via digital (Chen R., 2019). E-Commerce is a modern way for the trade industry to increase sales from season to season (Agyeman, 2021). This social media has a role according to its function, some of which are dominated by limited use for chat, image text, video text, and mixtures, which is helpful for users in informing what someone is doing.

Social Media has many applications, each of which has its advantages. Still, the competition for these applications makes some social media follow the features trending on other social media. Several social media applications are often used by Indonesian people, namely TikTok, YouTube, WhatsApp, Zoom, Facebook, Instagram, Twitter, Line, FB Messenger, LinkedIn, Pinterest, Snapchat, Skype, Tumblr, Reddit, Sina Weibo, and many more (Haryanto, A. A. F., Komariah, K., & Danial, R. D. M., 2022). The social media above offer unique features, make users more interested, and compete to update information on social media. The number of views that are seen makes some users display their uniqueness. Some organizations and companies also offer their products on social media, hoping that when they get a notice from the user, the product or service will attract enthusiasts to buy the products they have been offered.

The social media offered are many and varied; one social media that uses audio and video is the TikTok application. The TikTok application is an application that has recently become trending because of the many audio and video displays that attract users. There are 99.1 million users of TikTok in Indonesia; the average active user of TikTok social media is 18 and over (Kemp, Simon., 2022). These ages are relatively young and full of creativity in creating creative content. The young and adult generations are productive and have high consumption patterns, as seen from the increasing internet use yearly. As many as 204.7 million internet users in Indonesia in early January 2022, internet users experienced an increase of 2.1 million from the previous year or an increase of 1.0 percent (Kemp, Simon., 2022). The increase in internet users is not without reason; the offer of more attractive application users increases the intensity of internet use. Media platforms TikTok users in Indonesia are 63.1% of the total population; this number has increased rapidly from the previous year (Kemp, Simon., 2022)

TikTok, although social media, in it there is also an online buying and selling feature in the form of products or services. At TikTok Shop, where content creators package their product introductions by combining video, music, and dance, they are interrelated and synergized. This

is digital marketing. Currently, the packaging is using viral marketing where products such as viruses are easily spread in the form of writing, pictures, songs, and videos that increase buyer interest compared to only involving photos (Susilowati., 2018). This marketing strategy through social media is considered a surefire way to introduce new products in the digital marketing era.

Marketing strategies in the current era are in great demand by people in Indonesia. This convenience makes someone feel confident that the information system is easy to use so he will use it (Hartono, Jogiyanto., 2007). This information system makes users increasingly want always to use social media and facilitate their daily mobility. According to Amijaya, quoted by Moch Suhir (2014), this perception of convenience will impact behavior, namely, the higher a person's perception of the ease of using the system, the higher the level of utilization of information technology. The higher a person's perception of the ease of using a system, the higher the level of purchasing decisions using information technology (Henderson, R dan Divett, M.J., 2003; Wahyuningtyas, Y. F., dan Widiastuti, D. A., 2015).

Purchasing decisions have great opportunities if the technology is easily accessible and can be used quickly. Consumer purchasing decisions can be influenced by a person's psychological factors, namely motivation, perception, learning, beliefs, and attitudes (Kotler., 2016). Purchase decisions from psychological factors need to be considered as well, but if consumers feel comfortable and easy shopping, psychological factors will also be fulfilled. When buying a product based on consumer interest, the initial perception of the product picture presented, then trust in ordering and making purchase transactions, as well as support customer service, until fast response makes consumers feel comfortable shopping on TikTok social media.

The convenience obtained by the Indonesian people through social media makes consumers always feel satisfied in purchasing products. According to research by Ha, N. T., Nguyen, et al. (2019), perceived ease of use significantly and positively affects purchase intention. Perceived ease of use affects purchasing decisions. In line with previous research that the description shows that indicators of perceived ease of use affect purchasing decisions on Vivo smartphones in Albani Cellular (Lestarie., 2020)

Based on the problems above, how can the description of perceived ease of use influence purchasing decisions in Indonesian society through TikTok social media e-commerce?

2. Research Method

This study uses a qualitative method using a case study model approach. Case studies are (Yin, Robert K., 2008). A qualitative research model is used to investigate a phenomenon empirically in a real-life context. The form of the case study used is an instrumental case study. Characteristics of the subjects in this study were Indonesian people aged over 18 years in the province of East Java. The selection of respondents in this study used purposive sampling according to the criteria based on the intensity of the use of TikTok social media in daily life and the use of Tiktok shops in buying products online.

The population in this study are teenagers in East Java Province who actively use the TikTok application and shop at the TikTok Shop. The subject technique used in this study used side purposive with the following conditions (1) Teens over 18 years old; (2) Actively Use TikTok Social Media; and (3) Been Shopping on TikTok.

Data collection technique

The data collection method in this study uses semi-structured interview techniques, observation, and observation of the TikTok Shop purchase intensity document. The data collection technique can be done using observation (observation), formal and informal interviews, field notes, and document observations (Moleong, Lexy., 2014). In collecting data, researchers used direct interviews with respondents; these interviews were conducted face-to-face and in-depth data mining. Interviews and observations in this study were conducted eight times from August to December 2022. The duration of the interviews was approximately 3 hours, including building a rapport and taking a break if the respondent felt uncomfortable with the discussion. Building a rapport in this study was carried out during a meeting by asking about the situation and seeing the emotional condition of that day by asking respondents about their activities today. At the time of the interview, the researcher used a semi-structured model because it was easier and according to the respondent's will in providing information to the researcher. Observation and documentation study aims to see the facts in the field. Observations were made during the interview by directly observing TikTok Shop users' activities in shopping until they decided to purchase.

Data analysis technique

Data analysis in this study uses thematic analysis to facilitate the preparation of information data obtained from the field. Thematic analysis is carried out in a deductive way, namely, the data that has been obtained from the field in coding, after that determining the theme based on the leadership strategy reference, then inputting the field results in data into existing themes, then able to interpret the results and conclusions on the data. The data analysis technique categorizes data sequences, then structures them on patterns, and categorizes them on basic descriptions (Moleong, Lexy., 2014).

This study uses Member Checking and data triangulation, a test of the validity of the data. The researcher performs member checking by giving verbatim and rereading the interview contents to the concerned respondent. The data validity test is aimed at respondents and significant others so that the data provided comes from themselves without coercion and errors in the data to be used. Significant others in this study were the closest people, co-workers, and doctors who handled the respondents. The significant other has a role as validity to strengthen the data provided by the respondent.

3. Results and Discussion

3.1. Results

The results of extracting data on 11 subjects according to the criteria and making transactions more than twice in the TikTok Shop application resulted in two main themes, namely, the use of technology in improving purchasing decisions and the factors that influence purchasing decisions at TikTok Shop.

1. The ease of technology in facilitating online shopping

Ease of learning the system

The convenience of the public in learning the system from the TikTok application is beneficial for daily activities for shopping. Initially, this application aimed to entertain the public by combining video and audio that collaborated. Every video and audio displayed on the homepage is a presentational display that is a favorite of the virtual world community and

has become a trending topic in conversation. Then over time, this application is used by the general public, such as MSMEs, as a media for promotion and selling online.

In the TikTok Shop application, 11 respondents stated that the appearance of this application is easy to learn self-taught. The display in this application has various features of choice on the main screen. TikTok App is Different from other Apps. The advantage of the TikTok application is that it immediately displays a short video with a varied mix of music. Users only need to swipe up to continue watching the following video. The videos on the homepage are usually called FYP because many users like the video. The primary purpose of this application is just for entertainment, but this application is starting to shift to offering products on various home pages. In addition to viewing video entertainment, TikTok has safe, convenient, and reliable shopping options. There will even be live streaming to show original products and buyer reviews when presenting live-streaming products.

The system can run what the user wants.

Many users feel a considerable impact of this TikTok Shop application; they feel their needs can be met without going to the store offline. Users feel like everything is in their hands to access and search for products according to their wishes. The comparison is because users often feel disappointed when shopping offline. After all, offline product stocks often need more. The TikTok Shop application will automatically display trending videos so that users know what trends are on the market today, what they are, and the prices are affordable for all.

The user's ability to increase in using the system.

Consumer knowledge about a product is obtained by reading the classification of the content and ingredients of a product. In this TikTok Shop application, sellers directly promote product content and ingredients through videos, so apart from knowing the original form can also be seen, consumers indirectly add insight about quality products and product functions correctly. In addition, prospective buyers can also view testimonial reviews, either directly or via chat, to find out how consumers who have purchased think about the products they have purchased as a form of consideration for purchasing a product. The increased ability of users on this system allows users to review a product that has been purchased through a short, interactive video with several already available effects. It is easy to shop online and can find out quickly the amount of stock available; this is useful for reducing consumer disappointment when the stock is sold out.

Ease of operation

The system's operation from the TikTok Shop application is always to follow the latest trends regarding issues and news in various countries so that users will constantly be updated with information while shopping without losing the essence of seeing the information. Every time a news video appears on TikTok, there is a yellow basket feature display at the bottom. The basket's function is so potential consumers can store the items they like first without switching to another view, making it easier for consumers to shop online while surfing the internet. Ease of access to make transactions can be seen in the many menu options via E-Money, M-Banking, Transfer, and the COD system (Pay when the buyer has received the goods).

2. Factors that influence purchasing decisions

Products/Shop

The buying and selling process can be done when potential consumers want the product. Consumers consider the goods that appear on FIP TikTok to be products that are up-to-date, updated, and at affordable prices. The product quality selection can be seen in the review column, which has bought the product so that the rating of the product and the store is the best. Consumers also consider brands reviewed by well-known influencers to add to their belief that the quality of the products they choose is excellent at affordable prices. The seller's response to questions from consumers also affects consumer interest in buying the product.

Dealer's Choice

TikTok Shop buyers also consider choosing quality products from trusted stores; they assume that when a product is purchased satisfactorily, they will visit the store to buy different products. The quality of the purchased product is a significant factor in purchasing decisions; besides that, consumers also consider the price and distance from the store to the house because the farther the store is, the more expensive the postage will be. They are considering that distance also influences the price of postage because the price of the product is lower, but the shipping cost is twice the price of the item to be purchased.

Purchase time

Consumers at TikTok Shop feel a positive impact when shopping because they can also walk around on social media by inserting promotions from a product that is often used by the public in general. Many consumers feel attracted to the ad, so in 1-month, consumers buy products on TikTok Shop more than three times. On average, consumers buy these products because there is an invasion of discounts with a predetermined time limit. When they get a product with a low promo price, they feel satisfied and excited because they have got the product at a low price and good quality.

Purchase Amount

The influence of consumers on the number of purchases in the TikTok Shop application depends on the needs of consumers. Still, some consumers feel they will buy products in large quantities when challenged with cheap promos. Attractive and inexpensive items create a desire to buy bulk and checkout items. Their response felt that there would be no second chance with an affordable price plus a discount, so they felt they had to buy products in large quantities to take advantage of the discount. Consumers constantly update this application to find promos in all stores, so the intensity of accessing this application is done almost every hour and every time.

Payment method

Today's modern society rarely has paper money because apart from being able to fulfill the volume of the wallet, there is a chance that the money will be lost and damaged quickly. TikTok Shop is an online shopping platform that makes it easy for everyone because it is proven in the payment method feature on products that have been checkout have various options, whether paid in cash or non-cash. Payments made with the cash method are available in the COD feature, or payment transactions are made when the product has arrived in the hands of the buyer, so they are like buying and selling in general. Non-cash payments have many optional features because they can choose the transaction through the E-Money application, M-Banking, ATM Transfer, and even transactions can be carried out at minimarkets

that have collaborated with the TikTok application as an official payment method by entering a referral code at the minimarket cashier. The many choices of payment methods in the TikTok Shop application make consumers feel satisfied by shopping online without having to leave the house, and the goods have arrived in good condition.

3.2. Discussion

The latest technological developments are proliferating. Rapid technology can be used positively to improve the creative and innovative trade industry. One of the innovations produced by technology is the TikTok Shop application; this application has many uses besides being used for entertainment media and being a marketing and selling medium for goods and services made by the Indonesian people. Selling products online is getting more and more attention from consumers because, in addition to making it easier to shop virtually, it also offers affordable prices for everyone. The ease of access to available technology makes consumers learn new patterns in life to shop online with several optional features available. The application system makes it easier for consumers, and even its features are easy to learn for ordinary people. Ease will reduce a person's effort (both time and effort) in learning the online system. (Romia Siti, Ratnawati Alifah., 2018). The more accessible access to this application makes consumers comfortable using it. Professional efforts in using electronic systems are determined by perceived ease of use, compatibility and relative advantage, perceptions of information technology innovation, and system performance (Mustapha, B., & Obid, S. N. B. S., 2015). The TikTok Shoo application can be concluded as having a system that is easy to operate for ordinary people.

The ease of learning the system makes the user more willing to access it intensely. Consumers always want convenience when using technology; the reality is that TikTok Shop has a product/brand search application feature that makes it easier to find the items that users want. Perceived ease of use affects the intention to use the system. (Lie, I., & Sadjarto, A, 2013). This convenience also impacts the daily lives of people who have shopping patterns with the internet. This difference is not without reason because if offline, the efficiency of time, distance, and availability of goods are sometimes empty. When users accept a technology well without hesitation in operating it, it can be said that it is ready to be used. (Riyadh, HA, Sukoharsono, EG, & Baridwan, Z., 2016). The TikTok application offers the latest and most fantastic news that is being talked about worldwide. The update of this information impacts product offerings on this application to form consumer buying interest. Technology users will be interested in using technology (behavioral interest) if they feel the technology system is valuable and easy to use in determining shopping. (Aziz LA, Musadieg AM, 2013).

Human needs will increase and develop significantly every day. The ease of application is not only in the form of an easy system to learn but will increase the user's ability to use the system. The increased ability experienced by consumers can understand the ingredients and content of a product. Perceived usefulness describes how users feel technology assistance can improve their performance (Saripah, Putri, & Darwin, 2016). The efficient use of technology adds insight into the products they buy; besides that, users also can edit videos to review products that have been selected with several collaborations of lighting, audio, and movement. Increasing the readiness for information technology can undoubtedly increase the efficiency and effectiveness of the use of technology. (Tahar Afrizal, Alden Hosam, atc, 2020). In addition

to shopping, TikTok Shop consumers also have the additional ability to recognize raw materials and product content and can easily edit product review videos.

These conveniences result in a satisfactory impact for consumers who use the TikTok Shop application. This satisfaction positively impacts producers who offer products on the TikTok application because product sales have increased significantly. Satisfaction is inseparable from the ease of users when operating a system. The convenience offered in the TikTok Shop application is a yellow basket. The function of this yellow basket is the same as the objective function to store the materials to be purchased temporarily. This convenience makes consumers comfortable before deciding on a product to buy. User-perceived ease of use is one of the most critical factors in their acceptance of a system. (Davis, F. D., 1986). The yellow basket will store many choices that consumers will buy; consumers may buy all the products in the yellow basket. Ease can be indicated that buyers who know online shopping have no difficulty when shopping online compared to those who do not. (Romia Siti, Ratnawati Alifah, 2018). The last process in shopping is the payment transaction, the convenience offered by TikTok Shop can also be done by transfer and cash system.

The influence of purchasing factors on consumers in this application can be seen in the selection of products. A brand is a hidden vision and trust of consumers as a reflection of associations retained in consumers' memories. (Kotler, Keller, 2012). This brand is formed because of consumers' positive perception of satisfaction when shopping at the store. Brands can be formed in the minds of consumers because of an acknowledgment of consumers regarding the perception of the product (Riyono, 2016). This TikTok Shop application can display store ratings and product reviews purchased by consumers so that consumers can consider the display to buy products or wait first. Consumers will never forget a product or store for a positive consumer impression. Several manufacturers or companies do not infrequently create attractive brands to make consumers or customers quickly remember the brand image (Rizal et al., 2020). The formation of trust in consumers in the TikTok application, apart from promotions from well-known influencers, is also based on fast service to consumers who ask questions via chat. Building trust in consumers can introduce product images to customers so that they remember and always shop at the TikTok Shop store. Brand image is one of the essential things in marketing strategy. Understanding Price is one of the factors behind consumer behavior (Anggraeni Alvina, Soliha Euis, 2020).

The formation of trust in consumers needs to be maintained to generate royalty for customers who are always waiting for the latest products or product variations offered through TikTok Shop. In addition to the distance of store outlets spread across Indonesia, this minimizes the occurrence of high prices for shipping goods to consumers. To anticipate the high cost of shipping costs, it is necessary to vary prices by creating discounts. Discount is a price reduction from the list price. The discount is a direct purchase price reduction during a specific period. (Kotler, Philip, & Keller, Kevin Lane, 2016). The discount function itself is to make consumers have high motivation to shop. The price discount variable has a good effect on purchasing decisions, or if the discount variable is increased, the purchase decision will undoubtedly increase. (Octhaviani Shisillia, Sibarani Hendra, 2021).

TikTok Shop has tons of offers every day. Generally, these offers are related to price promotions, but when they are relaxed, they attract many consumers. Timing aims to increase customers buying as many products as possible. One strategy that can be applied to increase

sales is to study the time of customer purchases. (Setiawaty Eka, Afendi Farit, Suhaeni, 2021). Purchases of products through online shops are divided into several classifications, such as little, medium, and many quantities. (Harefa Keciataan, 2017). Purchases, if made offline, will look a lot in terms of goods and payments, but if a transaction is made through the TikTok Shop, it will look small so that consumers will see from the side of their needs and the side of the affordable price of a product.

Payments in cash are private because payments in this way do not leave many traces and written evidence. There are many variations of online payment methods in e-commerce, with electronic credit cards and electronic checks. (Indrajit, Ricardus Eko. 2001). This application offers payment methods such as Debit, Credit, Atm, E-Money, or pay through the nearest supermarket. This payment is not only in the form of electronic, but there is a popular payment because it can be paid when the goods have been delivered to the consumer's house. Use web access to check how much shipping costs will be incurred to make cash on delivery payments. (Agasia Windy. (2019). It is hoped that cash payments are aimed at consumers who do not have M-Banking or large balances in e-money and can pay in cash so that it can be termed a populist payment system for all people.

4. Conclusion

The convenience of technology helps humans in their daily activities; TikTok Shop utilizes this technological change in offering a product that is sold online to make it easier for consumers to get a product without having to come to the official store directly. This convenience makes consumers feel the sensation of shopping while traveling because, in the TikTok application, entertainment becomes FYP or trending updates. Virtual shopping is also served where live TikTok displays a product and presents the product in detail; this increases consumer knowledge of the ingredients and quality of the product to be purchased. Consumers also have additional expertise in editing short videos for product reviews with a mix of video, effects, and audio. In addition to adding insight, this application also provides direct service by answering questions from potential customers. The advantages of this technology are almost the same as offline shopping; there is a yellow basket feature to store the shopping you want to buy temporarily.

This convenience does not only offer products and services but also in the selection of payment methods. TikTok shop has several offers with various methods ranging from M-Banking Virtual accounts, ATM transfers, E-Money, and the COD system, where money is given when consumers also receive the goods they ordered. . These conveniences make consumers interested in shopping online through the TikTok Shop application. The latest technology in the TikTok shop application makes people comfortable and easy to use, such as shopping virtually, so the level of purchasing decisions increases when shopping online through the TikTok Shop application.

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