



Experience of The Active Tiktok User Community In Shopping Via Tiktok Shop

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ABSTRACT

This research aims to analyze the experience of active tiktok users in shopping through the tiktok shop in Banyumas Regency. The Tiktok application is one of the social media platforms that is very popular with the public. The reason is that the tiktok application is able to provide shopping features, making it easier for tiktok users to buy products directly. The research method used is descriptive quantitative. Research data was collected through questionnaires distributed using google form. The questionnaire was distributed to active tiktok user communities in Banyumas Regency. The research was analyzed using the rapidminer application. The results of the research show that people who use tiktok shop in Banyumas Regency feel satisfaction in their shopping experience and most respond to satisfaction by selecting the “Agree” of “Strongly Agree” options. The results of the research show that people who use tiktok shop in Banyumas Regency feel satisfaction in their shopping experience and most respond to satisfaction by selecting the “Agree” or “Strongly Agree” and “Neutral” options. The characteristics of individuals who choose the “Agree” or “Strongly Agree” and “Neutral” options are based on gender, occupation, age, and experience in shopping on Tiktok. Female respondents have a relatively high sense of satisfaction. Meanwhile, male respondents have a more neutral attitude due to individual characteristics that are less interested in the features in the tiktok shop.

Therefore, tiktok needs to improve its features and collaborate with various parties such as the government, police, and bank. Also, the existence of gender preferences increases satisfaction for active tiktok users in their online shopping experience.



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1. Introduction

The digital era is able to bring about major changes, namely in terms of interaction and communication. The current digital era is characterized by the existence of social media (Danuri, 2019). According to Ardiansah and Maharani (2021) social media is a forum and means used for two-way communication and interaction between users. Apart from that, social media can be used by companies and build a person's image (Levrant & Wulansari, 2024). The social media that are often used are Instagram, Facebook, TikTok and Twitter. The existence of social media can make it easier to obtain various information. One of them, on social media in the form of TikTok.

TikTok is a social media platform that is able to provide benefits for its users in terms of creating relatively short videos accompanied by creative features, filters and music (Rahmana et al, 2022). Based on data from the We Are Social report, it shows that in Indonesia in October 2023 there were 106.51 million TikTok users. This shows that Indonesia is the country with the 2nd largest number of TikTok users in the world (Annur, 2023). TikTok has become a very popular medium because it is able to provide content, shopping and entertainment. One innovation that is really liked by the Indonesian people is the TikTokshop feature. Tiktokshop is a feature related to shopping directly using the TikTok application. People can buy products through the TikTok shop to meet their daily needs.

Central Java Province is one of the provinces that has relatively high internet access, especially in Banyumas Regency. This is proven based on data from the Central Statistics Agency in the last 3 months of 2021 showing that the number of people in Banyumas Regency using the internet for social media networking is 91.63 (Badan Pusat Statistik Provinsi Jawa Tengah, 2022). Society in this area is characterized by the presence of young people who are active in using social media in the form of TikTok. The people of Banyumas Regency are considered not to be asking to use TikTok as an act of enjoying entertainment content but also as being able to obtain commercial purposes. Apart from that, people give products through the TikTok shop feature on the TikTok application. The products purchased are clothing, beauty products, accessories and electronics.

The people of Banyumas Regency have the experience of shopping through the TikTok shop which is something new in e-commerce. This is characterized by the combination of shopping and entertainment which is able to provide an interactive and unique experience for TikTok users. Furthermore, TikTok is able to provide offers at attractive product prices and good short videos, as well as providing information from influencers.

One of the factors that is considered attractive for active TikTok users in shopping via TikTok is content that is classified as interesting and created by influencers. Influencers are able to influence users' decisions to buy products that they find interesting. Influencers are also able to provide transparent and honest reviews regarding the quality of the product. These influencers can create trust so that people who use TikTok are confident and buy products through the TikTok shop (Nazihih et al, 2021).

The results of research written by Alyasinta Viela Tusanputri and Amron (2021) show that the free shipping and advertising program is able to have a relatively positive impact so that it can provide a purchasing decision (Tusanputri & Amron, 2021). Furthermore, the results of research written by Gishella Lara Duta, Maulana Agung, and Ghia Subagja (2022) show that when consumers conduct reviews and the presence of social media marketing on TikTok can have an influence on purchasing a product (Duta et al, 2022). The results of research conducted by Muhammad Bintang Priyono and Dian Permata Sari (2023) explain that the

existence of a TikTok shop can be a relatively effective medium for MSMEs in terms of increasing sales on the digital market (Priyono & Sari, 2023). The results of research written by Sandy Gunarso Wijoyo (2023) explain that students are able to use cellphones to search for information and use free shipping vouchers from the TikTok shop to shop (Wijoyo, 2023). Next, the results of research written by Kevin Simanjuntan and Rianita Puspita Sari (2023) explain that increasing opportunities and reducing dangers and weaknesses of the TikTok application. Therefore, SWOT analysis is considered important in analyzing the usability of the TikTok application (Simanjuntan & Sari, 2023).

The TikTok application, which can be used as a shopping tool through the TikTok Shop, can be accompanied by digital transactions. Digital transactions are considered practical and come with various offers. However, even though there are various offers in the shopping experience through the TikTok shop for active TikTok users, it is accompanied by various challenges. Therefore, researchers want to conduct research on "how the active TikTok user community experiences shopping through the TikTok shop in Banyumas Regency. The aim of this research is to analyze the experience of active TikTok users in shopping through the TikTok shop in Banyumas Regency and the individual characteristics of active TikTok users in choosing to shop through the TikTok shop.

2. Methods

This research is located in Banyumas Regency. The research method used in this study is a quantitative method, where data is collected using a Google Form-based questionnaire. The research population is the people of Banyumas Regency. The number of respondents was 152 people using the Krejcie table formula. Respondents were selected using a random sampling technique in each area of residence. The primary data source comes from a questionnaire filled out by respondents via Google Form, while secondary data comes from books, articles, reports, and others.

The use of Google Forms was chosen because of its efficiency and ease in reaching a wide range of respondents, as well as its ability to automatically save data in a format that is easy to export to various analysis platforms. The questionnaire was designed to collect relevant data according to the research objectives, with structured and closed questions to facilitate the analysis process.

After the data is collected, the next step is to process the data digitally using power analysis in the form of Decisions which are processed using RapidMiner. The attributes used are age, gender, time of use of TikTok, how often you shop at the TikTok shop, category of product purchased, product quality, service quality, shopping experience, product price, and delivery speed. Furthermore, the label attribute is the level of satisfaction of the active TikTok user community when shopping through the TikTok shop.

RapidMiner was chosen because of its ability to handle large amounts of data, provide various statistical analysis techniques, and ease of visualization of results. Data exported from Google Forms will be imported into RapidMiner, where data processing steps such as data cleaning, transformation, and statistical analysis will be performed. This process involves the use of various operators and models in RapidMiner to ensure the resulting data is valid, reliable and can be interpreted according to research objectives.

3. Results and Discussion

3.1. Level of User Satisfaction and Recommendations to Others

The research results show that the majority of TikTok Shop users in Banyumas Regency are satisfied with their shopping experience. This satisfaction is reflected in the large

number of respondents who chose the options "Agree" and "Strongly Agree" when asked about their satisfaction. This positive shopping experience also has a significant impact on their tendency to recommend TikTok Shop to others. Respondents who were highly satisfied and satisfied with their shopping experience were more likely to recommend TikTok Shop, indicating that high levels of satisfaction play an important role in the promotion of the platform. In contrast, those who felt neutral about their shopping experience showed a lower propensity to recommend. These findings confirm that increasing user satisfaction can be an effective strategy for expanding the customer base through positive word of mouth recommendations. The following is the form of decision tree data generated from rapidminer.



Figure 1. Level of Satisfaction and Recommendations for Tiktok Shop Users

Based on data from research entitled "Experiences of Active TikTok Users in Shopping through the TikTok Shop in Banyumas Regency," several conclusions can be drawn regarding the experiences of TikTok Shop users in the area. This data shows the relationship between two main variables: satisfaction with the shopping experience at TikTok Shop and the tendency to recommend TikTok Shop to others. The majority of respondents were satisfied with their shopping experience at TikTok Shop, as shown by the large number of respondents who chose the "Agree" option regarding their satisfaction (96.47%).



Figure 2. Respondents who voted "Agree"

Most respondents feel satisfied when using TikTok Shop for various reasons related to the shopping experience offered by the platform. One of the main factors is the ease of access and use of the platform which allows users to quickly find and buy the products they want (Nasution, Prayoga, & Halim, 2022). Interactive features such as live videos and authentic product reviews help build trust and provide clearer information about the products on offer. Apart from that, TikTok Shop often offers various attractive promotions and discounts, which provide more value for users. Another contributing factor is the fun and entertaining shopping experience, combining social and entertainment elements unique to TikTok, which makes the shopping process more engaging. Fast delivery and responsive customer service also play an important role in ensuring user satisfaction. All of these factors work together to create a

positive shopping experience, which ultimately drives many respondents to be satisfied with TikTok Shop.

This is in line with Yanti, Tasnim, & Aulia (2023) regarding the video feature in TikTokshop. The video feature on TikTok Shop attracts buyers because it provides a dynamic and interactive way to explore products. Video allows sellers to directly showcase products in a 360-degree view, conduct usage demonstrations, as well as highlight key features. This reduces the uncertainty buyers may feel compared to just a static image or text description. Additionally, videos are often accompanied by reviews or testimonials from other users, which increases the credibility of the product.

Direct interaction via live streaming allows shoppers to ask questions and get answers in real-time, creating a more personalized and responsive shopping experience. Videos are also more effective in attracting attention and maintaining user interest, thanks to rich visual and audio elements and creative and entertaining formats (Lahus et al, 2023). Overall, the video feature on TikTok Shop is a very effective tool in attracting buyer interest and increasing sales conversions.

Apart from that, there were also respondents who were in the "Neutral" position, which means they were neither very satisfied nor dissatisfied with their shopping experience at the TikTok Shop. Respondents who chose this option were 55.56%.

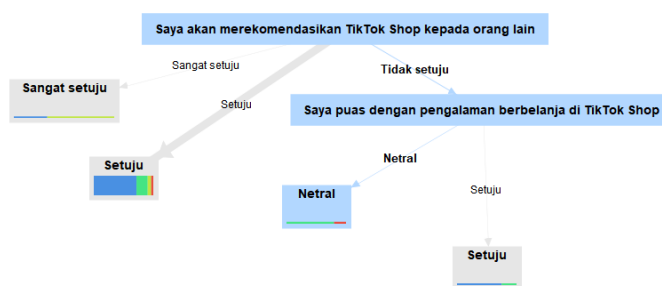


Figure 3. “Neutral” Voter Response

As respondents who are in a "Neutral" position regarding the shopping experience at TikTok Shop, respondents face an experience that offers various advantages but also has several weaknesses that influence respondents' perceptions. One of the things that respondents found interesting was the dynamic and interactive video feature that allowed respondents to see the product in a 360 degree view, as well as watch live demonstrations of use and feature highlights (Selfia & Adlina, 2023). This helps respondents to get a better idea about the product before deciding to buy it.

However, respondents felt there were several aspects that needed to be improved, such as concerns about the accuracy of reviews and testimonials from other users which could influence respondents' purchasing decisions. Respondents may also want more transparency and clearer information about products, especially during live streaming sessions where direct interaction with sellers can occur (Atmaja & Rahayu, 2023). Despite being neutral about the shopping experience on TikTok Shop, respondents are still willing to recommend the platform to others for several significant reasons. The dynamic and interactive video feature is one of the main attractive factors, allowing respondents to see the product in a 360 degree view and take part in a live demonstration of use. Although there are still concerns about the accuracy

of reviews and testimonials from other users, as well as hopes for more transparency and clear information, the positive response to TikTok Shop's creative and innovative features still provides motivation to recommend this platform. Direct interaction via live streaming is also considered an advantage, allowing buyers to ask questions and get answers in real-time, creating a more personalized and responsive shopping experience (Afkar, 2023). With the potential to improve the quality of information and trust in products in the future, respondents see TikTok Shop as a promising platform in providing a more interesting and interactive shopping experience for users.

3.2. Recommendations to Others Based on Gender and User Satisfaction Level

The digital era is increasingly developing, understanding user satisfaction is the key to success for various services and products. User satisfaction not only reflects the quality of the service or product offered, but also plays an important role in influencing the user's decision to recommend the service to others. One factor that can influence the level of satisfaction and tendency to provide recommendations is gender.



Figure 4. Level of Satisfaction and Recommendations for Tiktok Shop Users Based on Gender

The figure shows a flow chart illustrating the relationship between TikTok Shop users' level of satisfaction and their propensity to recommend TikTok Shop to others, based on gender. Based on this image, it can be seen that users will recommend TikTok Shop to other people, with responses divided into the categories "Strongly Agree", "Agree", and "Disagree". Analysis shows that more women "Agree" and "Strongly Agree" to recommend TikTok Shop than men. In addition, more women were satisfied with their shopping experience at TikTok Shop, while men's responses were more varied with some of them being neutral to the question about satisfaction. According to Iriyani, et al (2024) this happens because women tend to pay more attention to aspects of the quality of the services they receive, so they are more satisfied and more likely to recommend these services to others. This is in line with the findings of Kuska, et al (2024) regarding Shopee customer satisfaction showing that service quality and trust greatly influence the loyalty and satisfaction of female customers which is higher than male.



Figure 5. Male Respondents Voter “Agree

The figure shows that men tend to agree with the statement "I would recommend TikTok Shop to others" and are neutral about the satisfaction of shopping at TikTok Shop. This can be caused by several factors. Several factors such as attractive offers and promotions that are often offered by TikTok Shop also play an important role in influencing men's purchasing decisions (Wijaya & Kusuma, 2022). TikTok's sophisticated algorithm helps in displaying products that are relevant and in line with user preferences, increasing their engagement and satisfaction (Pratama, 2024). An attractive visual experience is also a determining factor, where good product visualization can increase male consumers' interest and purchasing decisions (Santoso, 2023). Even though they may feel neutral about the overall shopping experience, these features are strong enough to make men feel satisfied and recommend TikTok Shop to others.



Figure 6. Female Respondents Who Vote "Agree"

Based on this image, it shows that more women "Agree" to recommend TikTok Shop than men. Additionally, more women were satisfied with their shopping experience at TikTok Shop, while men's responses were more varied, with some being neutral to the question about satisfaction. This diagram shows a correlation between shopping satisfaction and the propensity to recommend TikTok Shop, with women showing higher levels of satisfaction and recommendation than men, indicating that there are differences in shopping perceptions and experiences based on gender that TikTok Shop can exploit to improve its strategy. their marketing and customer service. From a sociological perspective, this reflects that gender factors influence experiences and perceptions in online shopping.

According to a study by Fitri & Fariana (2022) it shows that user satisfaction with e-commerce services is often influenced by demographic variables such as gender. In addition, research by Rachmad Alif Viando, et al., (2023) revealed that the quality of services and products significantly influences purchasing decisions, which can also be seen through a gender lens where women pay more attention to certain aspects of the services offered. Awareness of these differences can help TikTok Shop develop more effective marketing strategies and better personalize services to meet the specific needs of each gender.



Figure 7. Satisfaction Level of “Neutral” Male Users

This image shows that some men have a neutral attitude towards questions about satisfaction with shopping at the TikTok Shop. Some factors that may contribute to this neutrality include differences in priorities and needs, where men may focus more on efficiency and practicality than emotional experiences.

The limited features are interesting, because TikTok Shop does not fully meet the shopping preferences of men who tend to prioritize more practical and direct features. Lack of social engagement, where women are more likely to enjoy interactive and social features in shopping, while men are less interested in these aspects. This affects their satisfaction as well as an unsatisfactory shopping experience, because it is possible that the shopping experience at TikTok Shop has not met certain expectations or standards for some men. Causing them to be neutral.

According to Kotler& Keller (2023) men tend to focus more on functional and efficiency aspects in online shopping, and this difference in preferences can be used by companies to develop more effective marketing strategies based on gender (Sembiring, 2023). To overcome this, TikTok Shop needs to improve the efficiency and practicality of shopping features, such as easier navigation, fast payment processes, and efficient delivery, as well as adding features that are more practical and relevant for men, such as product recommendations based on purchase history and more specific search filters. Additionally, amplifying relevant social engagement for men through expert product reviews and video content that focuses on a product's functional benefits can increase their satisfaction. With a more effective marketing strategy based on gender preferences.

TikTok Shop can increase the relevance and engagement of male consumers, thereby reducing their neutral attitude towards the shopping experience (Rahman, 2022).



Figure 8. Satisfaction Level of Female Users "Agree"

Based on this figure, it shows that there is a significant difference in the level of satisfaction and tendency to recommend TikTok Shop between female and male users. Based on the data displayed, women are more likely to "Agree" and "Strongly Agree" to recommend TikTok Shop to others compared to men. Apart from that, women are also more satisfied with

their shopping experience on TikTok Shop, while men's responses are more varied, with some of them being neutral about their shopping satisfaction on this platform.

These differences can be explained from a sociological perspective through theories of gender roles and consumer preferences. According to theory, women tend to pay more attention to emotional and social aspects in their shopping experience than men, who often focus more on functional and efficiency aspects (Kotler & Keller, 2023). This is in line with findings (Sembiring, 2023) that women show higher levels of satisfaction and are more likely to recommend TikTok Shop, which may be due to stronger emotional engagement and social interactions on the platform. By understanding that women tend to be more satisfied and willing to recommend this platform, TikTok Shop can develop more targeted marketing promotions and improve features that can increase women's satisfaction (Ayudhitama & Pujiyanto, 2022). In addition, companies can conduct further research to understand the specific factors that influence men's satisfaction and address areas that cause dissatisfaction or neutral attitudes (Setyaning & Nugroho, 2023).

3.3. Individual Characteristics of Active Tiktok Users in Choosing to Shop Through the Tiktok Shop

Regarding the individual characteristics of active TikTok users, choosing to shop through the TikTok Shop can be done based on gender, occupation and age, as well as experience in shopping through the TikTok Shop. Then, men and women are considered to have different characteristics when shopping through the TikTok shop. This is evident from the men who have the "Strongly Agree" option, namely appreciating the convenience and delivery of goods when ordering via an application. This is an assumption that the ease of using the application and fast delivery of goods can increase satisfaction when shopping. In fact, discounts and promotions would be preferable. Meanwhile, men who choose the "Agree" option are characterized by characteristics that only value basic things in the form of availability of goods and relatively cheap prices. Then, men who choose the "Neutral" option are characterized by being more focused on daily decisions and less likely to like the various features on the TikTok Shop application.

The characteristics of women in choosing the "Strongly Agree" option show that they have seen various reviews and reviews from other users when purchasing a product. In fact, there is a high sense of trust that products or goods are of very good quality and they think that the TikTok Shop application makes it easier for women to shop. Meanwhile, women who choose the "Agree" option when shopping at the TikTok shop are women who are characterized by feeling satisfied with the service provided by the online seller's shop. Furthermore, women who choose the "Neutral" option are women with characteristics regarding the payment process in transactions and the availability of goods. In this case, it shows that the characteristics of individuals who are active users of TikTok Shop are very diverse. This shows that each person's shopping experience is different.

4. Conclusion

The majority of TikTok Shop users in Banyumas Regency were satisfied with their shopping experience, with most respondents selecting the "Agree" or "Strongly Agree" options regarding satisfaction, which had a significant impact on their tendency to recommend TikTok Shop to others. Factors such as ease of access, interactive features, attractive promos, fast delivery, and responsive customer service are the main reasons behind this satisfaction. However, some men have a neutral attitude towards shopping satisfaction, due to the focus on efficiency and practicality and the lack of features that appeal to them. TikTok Shop needs to increase efficiency and practical features that are relevant for men, as well as strengthen relevant social engagement to increase their satisfaction. Women show higher levels of

satisfaction and recommendation propensity, which TikTok Shop can leverage to develop more targeted marketing strategies and improve features that can increase women's satisfaction. The individual characteristics of active TikTok users when choosing to shop via TikTok Shop can be done based on gender, occupation and age, as well as shopping experience via TikTok Shop. Thus, understanding differences in gender preferences can help TikTok Shop increase user satisfaction and expand its customer base through positive word-of-mouth recommendations.

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