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THE EFFECT OF PRICE AND PRODUCT QUALITY ON CONSUMER PURCHASE DECISIONS FOR AZARINE SUNSCREEN THROUGH TIKTOK SHOP IN EAST JAKARTA

Osa Safiani[1], Irwin Ananta Vidada[2], Rina Lestari[3]
Faculty of Economic & Business, Bina Sarana Informatika University, Indonesia

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Corresponding author:
henihernila21@gmail.com

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Abstract: The growth of digital commerce has changed consumer shopping patterns through social commerce, one of which is TikTok Shop. Previous studies on the effect of price and product quality on purchasing decisions have produced inconsistent results. This study aims to examine the effect of price and product quality on consumer purchasing decisions for Azarine sunscreen through TikTok Shop in East Jakarta, both partially and simultaneously. A quantitative method with a causal associative approach was used. The sample consisted of 100 respondents, determined with the Lemeshow formula and selected through purposive sampling. Data were collected through an online questionnaire on Google Forms using a five-point Likert scale and analyzed with multiple linear regression in SPSS 26. The results show that price ($t = 6.586$, $p < 0.001$) and product quality ($t = 7.391$, $p < 0.001$) each have a positive and significant effect on purchasing decisions. Simultaneously, both variables have a positive and significant effect ($F = 97.575$, $p < 0.001$) with an R Square of 0.668. Product quality has a slightly larger standardized effect ($\beta = 0.499$) than price ($\beta = 0.445$). Azarine is therefore advised to prioritize product quality while keeping prices in line with product benefits.

Keywords: price, product quality, purchasing decision, TikTok Shop, Azarine sunscreen

INTRODUCTION

The development of digital commerce in Indonesia has given rise to a new shopping model known as "social commerce"—transactions that take place directly within social media platforms. TikTok Shop is one such example. On this platform, consumers can discover products, view demonstrations via live streaming, interact with sellers, and complete payments—all without ever leaving the application. This extensive digital activity is supported by a large user base. DataReportal notes that, by the end of 2025, TikTok's advertising reach in Indonesia is projected to encompass 180 million users aged 18 and older [1]. As this figure represents advertising reach, it is not equivalent to the number of unique users. Meanwhile, a 2024 survey by APJII indicates an internet penetration rate of 79.5% in Indonesia, amounting to 221.56 million users [2]. Such conditions mean that digital platforms play a role in shaping consumer behavior, including how people shop online.

TikTok Shop differs from conventional marketplaces by integrating entertainment, real-time interaction, and transactions. Features such as live streaming—complemented by discounts, vouchers, and flash sales—can prompt consumers to make quick purchasing decisions. Research by Hadmandho et al. suggests that real-time interaction via live streaming can encourage impulsive buying [3]. Consequently, it is worth investigating the specific factors that consumers weigh before making a purchase on TikTok Shop. When shopping online, consumers evaluate not only price but also product quality. Aprelyani et al. state that online consumers typically consider both price and quality before deciding to buy; in the context of e-commerce, price has been shown to have a positive and significant impact on purchasing decisions for skincare products [4]. For sunscreen, quality is particularly critical, as the product is applied directly to the skin and must be compatible with the user's specific skin condition.

However, findings from previous studies remain inconsistent. Yulianto and Prabowo found that product quality significantly influences purchasing decisions on TikTok Shop, whereas price perception does not [5]. Conversely, Karina and Sari found that price has a significant impact, while product quality does not

[6]. Similar results were found for Azarine products. Romlah and Sudarusman discovered that price has a significant impact, whereas product quality does not [7]. This discrepancy indicates a research gap.

This study addresses that gap by examining the influence of price and product quality on Azarine sunscreen, specifically within the context of TikTok Shop. Based on the author's review, research focusing on this subject in the East Jakarta area remains limited. Given this background, this study aims to determine the influence of price and product quality—both individually and simultaneously—on consumer purchasing decisions for Azarine sunscreen via TikTok Shop in East Jakarta.

LITERATURE REVIEW

Price

Price is the monetary value or other goods that consumers must sacrifice to obtain a product or service along with its supporting services [8]. Price also reflects the value that consumers exchange for the benefits they expect. According to Kotler and Armstrong as cited in Indrasari, price is measured through four dimensions: price affordability, price–quality fit, price–benefit fit, and price competitiveness [8].

Product Quality

Kotler defines product quality as the totality of product characteristics related to its ability to satisfy stated or implied needs [9]. This study measures product quality using seven dimensions: *performance*, *durability*, *conformance to specifications*, *features*, *reliability*, *aesthetics*, and *perceived quality* [8].

Purchasing Decision

According to Kotler, a purchasing decision is the process by which consumers recognize a need, evaluate information, and then select and buy a product that can satisfy that need [10]. Purchasing decisions are measured using six dimensions: product choice, brand choice, dealer choice, purchase timing, purchase quantity, and payment method [10]. On TikTok Shop, dealer choice refers to the consumer's reason for choosing to buy through this platform, for example because it is easy to access.

Previous Studies and Hypothesis Development

A summary of previous studies is presented in Table 1. The table shows that the effects of price and product quality remain inconsistent.

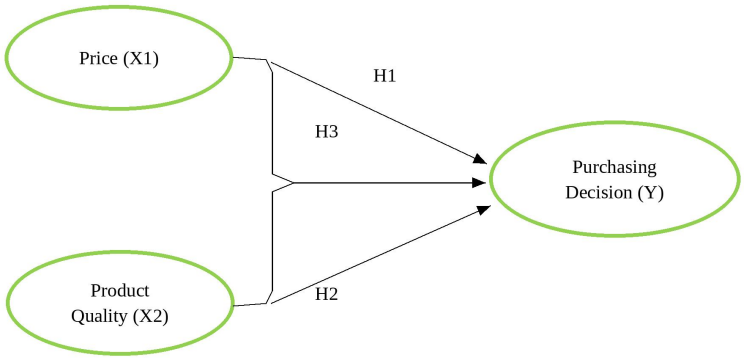
Table 1. Summary of Previous Studies

Researcher	Object	Effect of Price	Effect of Product Quality
Karina and Sari [6]	TikTok Shop online store	Positive, significant	Positive, not significant
Yulianto and Prabowo [5]	TikTok Shop, Semarang	Not significant	Positive, significant
Romlah and Sudarusman [7]	Azarine products	Significant	Not significant

Source: Compiled by the authors from previous studies, 2026

The conceptual framework of this study is presented in the following figure:

Figure 1. Conceptual Framework



Source: (compiled by the authors, 2026)

Mardiyanti and Andriana found that price has a positive and significant effect on purchasing decisions for *skincare* products [11]. Similar findings were reported for TikTok Shop [6] and for skincare products in *e-commerce* [4]. However, one study found price to be insignificant [5]. Since most studies found a positive effect, the first hypothesis is formulated as follows.
H1: Price has a positive and significant effect on consumer purchasing decisions for Azarine sunscreen through TikTok Shop in East Jakarta.

Maulida et al. found that product quality has a positive and significant effect on purchasing decisions [12]. The same result was found on TikTok Shop [5]. Nevertheless, some studies found product quality to be insignificant [6,7]. Based on the predominantly supportive findings, the second hypothesis is formulated as follows.
H2: Product quality has a positive and significant effect on consumer purchasing decisions for Azarine sunscreen through TikTok Shop in East Jakarta.

Maulida et al. also found that price and product quality jointly affect purchasing decisions [12]. This finding comes from a different product, so testing on Azarine sunscreen on TikTok Shop is still needed. Based on these findings, the third hypothesis is formulated as follows.
H3: Price and product quality simultaneously have a positive and significant effect on consumer purchasing decisions for Azarine sunscreen through TikTok Shop in East Jakarta.

RESEARCH METHODOLOGY

This study used a quantitative method with a causal associative approach, namely an approach that seeks cause-and-effect relationships between variables [13]. The quantitative method was chosen because relationships between variables can be measured statistically and objectively through hypothesis testing [14]. The independent variables are price (X1) and product quality (X2), while the dependent variable is purchasing decision (Y). The study was conducted from April to July 2026.

The study population consisted of consumers residing in East Jakarta who have the TikTok application and have purchased Azarine sunscreen through TikTok Shop [15]. The exact population size is unknown, so the sample size was calculated using the following Lemeshow formula [16].
The Lemeshow formula used is:
$n = Z^2 \times P(1-P) / d^2$
Where:
n = sample size
Z = confidence level value at 95% = 1.96
P = maximum estimate = 0.5
d = margin of error = 0.1

Based on this calculation, a sample size of 96.04 respondents was obtained. This figure was then rounded up to 100 respondents to anticipate incomplete or invalid data, or respondents who did not meet the criteria. The sampling technique was *purposive sampling*, with the criteria of residing in East Jakarta, having the TikTok application, and having purchased Azarine sunscreen on TikTok Shop.

The research data are primary data obtained by distributing an online questionnaire via Google Forms. The research instrument used a five-point Likert scale: Strongly Disagree with a score of 1, Disagree with a score of 2, Neutral with a score of 3, Agree with a score of 4, and Strongly Agree with a score of 5.

Table 2. Operationalization of Variables

Variable	Dimensions	Number of Items
Price (X1)	Price affordability, price–quality fit, price–benefit fit, price competitiveness [8]	12
Product Quality (X2)	Performance, durability, conformance to specifications, features, reliability, aesthetics, perceived quality [8]	14
Purchasing Decision (Y)	Product choice, brand choice, dealer choice, purchase timing, purchase quantity, payment method [10]	12

Source: Compiled by the authors, 2026

The data were processed using SPSS version 26. The analysis included validity and reliability tests [15]; classical assumption tests consisting of normality, heteroscedasticity, multicollinearity [15,19], and linearity; multiple linear regression; t-tests and F-tests [20]; and simultaneous and partial coefficients of determination [21]. The regression model tested is as follows.

$Y = a + b_1X_1 + b_2X_2 + e$ (2)

The partial contribution of each variable was calculated using the following formula.

$Kd = \beta \times \text{zero order} \times 100\%$ (3)

Variable mean scores were categorized using an interval of 0.8 and interpreted with the following criteria: 4.21 to 5.00 very good, 3.41 to 4.20 good, 2.61 to 3.40 fairly good, 1.81 to 2.60 poor, and 1.00 to 1.80 very poor [13].

RESULTS AND DISCUSSION

Respondent Characteristics

This study used data from 100 respondents who are consumers of Azarine sunscreen through TikTok Shop in East Jakarta. By gender, respondents consisted of 20 men and 80 women; thus, female respondents formed the larger group in this study.

By age, 66 respondents (66%) were aged 17–25 years, 21 respondents (21%) were aged 26–35 years, and 13 respondents (13%) were aged 36–45 years. By occupation, 62 respondents (62%) were students, 18 respondents (18%) were employees, 14 respondents (14%) were housewives, and 6 respondents (6%) were entrepreneurs/self-employed. These data show that the respondents were dominated by students.

Descriptive Statistics

The mean score was 3.84 for price, 3.46 for product quality, and 4.14 for purchasing decision (Table 3). All three fall into the good category.

Table 3. Variable Mean Scores

Variable	Mean	Category
Price (X1)	3.84	Good
Product quality (X2)	3.46	Good
Purchasing decision (Y)	4.14	Good

Source: Data processed by the authors, 2026

The product quality score was the lowest and only slightly above the threshold of the good category (3.41). This is an important point discussed in Section 4.6.

Validity and Reliability Tests

Table 4. Validity and Reliability Test Results

Variable	R-count Range	R-table	Cronbach's Alpha	Remarks
Price (X1)	0.590–0.756	0.196	0.902	Valid and Reliable
Product Quality (X2)	0.449–0.834	0.196	0.903	Valid and Reliable
Price and Product Quality	0.538–0.801	0.196	0.974	Valid and Reliable

Source: Data processed by the authors, 2026.

Classical Assumption Tests

The results of the classical assumption tests are presented in Table 5. The *normal P-Plot* graph shows points scattered around the diagonal line. The *scatterplot* shows residual points scattered randomly without a pattern.

Table 5. Classical Assumption Test Results

Test	Result	Criterion	Conclusion
Normality (Kolmogorov–Smirnov)	Sig. 0.200	> 0.05	Residuals normally distributed
Multicollinearity	Tolerance 0.751 and VIF 1.331	Tolerance > 0.10 and VIF < 10	No multicollinearity
Linearity of X1 on Y	Sig. 0.999	> 0.05	Linear
Linearity of X2 on Y	Sig. 0.529	> 0.05	Linear
Heteroscedasticity	**Points scattered randomly**	**No pattern**	**No heteroscedasticity**

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Source: Primary data processed by the authors, 2026.

Regression Results and Hypothesis Testing

Table 6. Multiple Linear Regression Results

Variable	B	Beta	t-count	t-table	Sig.	Remarks
Constant	1.805					
Price (X1)	0.428	0.445	1.985	1.985	< 0.001	Significant
Product Quality (X2)	0.433	0.499	7.391	1.985	< 0.001	Significant

Source: Primary data processed by the authors, 2026.

The regression equation is as follows.

$Y = 1.805 + 0.428X_1 + 0.433X_2 + e$ (4)

The constant of 1.805 means that the purchasing decision has a value of 1.805 if price and product quality are assumed to be zero. Both coefficients are positive, meaning that an increase in perceived price or quality is followed by an increase in purchasing decisions.

Table 7. F-Test and Coefficient of Determination Results

Test	Result
F-count	97.575
F-table (df 2 and 97)	3.09
Sig.	< 0.001
R Square	0.668
Adjusted R Square	0.661

Table 8. Partial Contribution

Variable	Beta × zero order	Contribution
Price (X1)	0.445 × 0.694	30.88%
Product quality (X2)	0.499 × 0.721	35.97%
Total		66.85%

Source: Primary data processed by the authors, 2026.

Discussion

Effect of Price on Purchasing Decisions

Price has a positive and significant effect on purchasing decisions. The significance value is less than 0.05 and the t-count (6.586) is greater than the t-table (1.985), so H1 is accepted. This means that the more appropriate consumers perceive the price to be, the greater their tendency to buy Azarine sunscreen on TikTok Shop. Price contributes 30.88% to the variation in purchasing decisions.

This result is consistent with Karina and Sari [6], Mardiyanti and Andriana [11], and Aprelyani et al. [4]. However, it differs from Yulianto and Prabowo, who found price to be insignificant on TikTok Shop [5]. One possible explanation is that this study involved only consumers who had previously purchased Azarine and measured price through its fit with quality and benefits, not merely its nominal amount. Another possibility is that TikTok Shop offers discounts, *vouchers*, and *bundling* that improve perceived value. It should be noted that promotion was not measured as a variable in this study, so this explanation still needs to be tested in future research.

Effect of Product Quality on Purchasing Decisions

Product quality has a positive and significant effect on purchasing decisions. The significance value is less than 0.05 and the t-count (7.391) is greater than the t-table (1.985), so H2 is accepted. Product quality contributes 35.97% to the variation in purchasing decisions.

This result is consistent with Yulianto and Prabowo [5] and Maulida et al. [12], but differs from Karina and Sari [6] and Romlah and Sudarusman [7], who found quality to be insignificant. For sunscreen, consumers

are likely to assess quality more carefully because the product is applied directly to the skin. An interesting finding emerges from Table 3: product quality received the lowest score (3.46) yet had the largest effect. This means that, from the consumers' perspective, quality is both the most decisive factor and the one most in need of improvement.

Effect of Price and Product Quality on Purchasing Decisions

Price and product quality simultaneously have a positive and significant effect on purchasing decisions. The significance value is less than 0.05 and the F-count (97.575) is greater than the F-table (3.09), so H3 is accepted. The R Square value of 0.668 means that the two variables explain 66.8% of the variation in purchasing decisions, while the remaining 33.2% is influenced by other factors outside this study, such as promotion, *live streaming*, or consumer reviews.

This result is consistent with Maulida et al. [12]. The standardized Beta of product quality (0.499) is greater than that of price (0.445), and its partial contribution is also greater (35.97% versus 30.88%). The difference is small and was not tested for significance, so the safe conclusion is that both are equally important, with quality being slightly more dominant.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the research results, price was shown to have a positive and significant effect on purchasing decisions for Azarine *sunscreen* through TikTok Shop in East Jakarta. This is indicated by a t-count of 6.586 with a significance level of < 0.001 and a partial contribution of 30.88%. Product quality also has a positive and significant effect on purchasing decisions, with a t-count of 7.391 and a significance level of < 0.001. The partial contribution of product quality is 35.97%; thus, in this study, product quality contributes more than price to consumer purchasing decisions.

Jointly, price and product quality have a positive and significant effect on purchasing decisions, as indicated by an F-count of 97.575 with a significance level of < 0.001. The R Square value of 0.668 indicates that the two variables explain 66.8% of the variation in consumer purchasing decisions, while the remaining 33.2% is influenced by other factors outside this study. These results show that purchasing decisions for Azarine *sunscreen* through TikTok Shop in East Jakarta are related to consideration of the price offered and the product quality received or perceived by consumers.

Recommendations

For Azarine, product quality should remain a priority because, in this study, it contributed more to purchasing decisions than price. Azarine can maintain the quality, safety, effectiveness, and comfort of its products so that they continue to meet consumer needs, while keeping prices competitive and commensurate with the quality and benefits offered. Future researchers could add other variables such as brand trust, promotion, *live streaming*, and consumer reviews, since 33.2% of the variation in purchasing decisions remains unexplained in this study. In addition, the geographic scope and the *social commerce* platforms covered could be expanded so that future studies provide a more diverse picture of the factors influencing consumer purchasing decisions.

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