



## THE INFLUENCE OF SOCIAL INTERACTION ON TIKTOK SHOP PURCHASING DECISIONS

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### Abstract

*This study aims to analyze the influence of social interaction on purchasing decisions on the TikTok Shop platform. In the era of social commerce, the shift from transactional to interactional shopping experiences has redefined consumer behavior. Through the lens of Social Cognitive Theory and the concept of "shoppertainment," this research investigates how real-time engagement, peer recommendations, and influencer interactions shape consumer trust and urgency. The findings suggest that social interaction manifested through live streaming comments, likes, and shares acts as a catalyst that significantly reduces the consumer's decision-making journey. This abstract highlights the importance of two-way communication in modern digital marketing.*

**Keywords:** Social Interaction, TikTok Shop, Purchasing Decisions, Social Commerce, Shoppertainment.

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### INTRODUCTION

The development of information and communication technology has shifted the trading paradigm from the traditional transactional e-commerce model to a more interactive *social commerce* model. TikTok Shop has emerged as a key player in this transformation, integrating entertainment and shopping into a single ecosystem known as "shoppertainment" (Rifqiah et al., 2025). This phenomenon

not only offers easy product access but also prioritizes social interaction as a key driver of purchasing decisions. According to Kirana et al. (2025), social interaction on digital platforms is not merely a complement but a fundamental variable that builds emotional closeness between sellers and buyers.

TikTok Shop utilizes a highly personalized algorithm, but its true power lies in its interactive features like *live streaming* and comment sections. Two-way interactions in *social commerce* have been shown to strengthen consumer trust and encourage spontaneous, often unplanned, purchases (Sari, 2023). This aligns with the view of Widjaja and Putra (2023), who stated that in a dynamic digital environment, consumers are no longer merely passive recipients of information but rather active participants seeking validation through social interactions before deciding to purchase a product.

One key element of social interaction on TikTok Shop is the role of *influencers* and content creators. The credibility of a public figure on social media is often considered a form of "social proof" for potential buyers. Cialdini (1984) in Zatrachadi et al. (2024) explains that individuals tend to imitate the actions of others in an effort to make the right decisions in uncertain situations. On TikTok Shop, the interaction between *influencers* and their audiences creates a sense of community that makes the shopping process feel more personal and trustworthy compared to conventional retail platforms.

*The live streaming* feature in particular has revolutionized the way social interactions occur in online shopping. Through live broadcasts, sellers can demonstrate products in real-time while potential buyers ask questions and receive instant answers (Chen et al., 2022). Ma et al. (2022) added that in *live streaming* commerce, customers interact not only with sellers but also with other consumers through live chat, creating a competitive atmosphere and a sense of urgency to buy quickly before stocks run out.

In addition to direct interactions, customer reviews and ratings appearing in short video content also play a crucial role. Zed et al. (2023) suggest that decision-making is the act of solving a problem by evaluating behavioral alternatives based on available input. On TikTok, this input often comes from other users' candid, widely shared reviews. Interactions such as *likes*, *shares*, and *reposts* on these product reviews signal the algorithm and other users about a product's popularity and reliability (Simanjorang & Nawawi, 2022).

The main problem that often arises in online transactions is the uncertainty and risk perceived by consumers. Social interaction serves as a mechanism to mitigate this risk through the transparency of information gained from other people's experiences (Fristamara et al., 2024). When a user sees thousands of people leaving positive comments or actively interacting with a product post, doubts about the product's quality tend to decrease significantly. Usman et al. (2024) emphasized that high customer engagement is a strong predictor of final purchasing decisions. However, the rapid growth of TikTok Shop also poses challenges related to consumer behavior triggered by social pressure. The *Fear of Missing Out* (FOMO) phenomenon often arises from intense social interactions where a product quickly becomes a viral trend (Setyo, 2023). The urge to stay relevant in the digital social environment forces individuals to make purchases without careful consideration. Amalliya et al. (2024) noted that easy accessibility combined with massive exposure to social content can impact impulsive shopping behavior, especially among younger generations who are more sensitive to visual influences and emotional stimuli.

Theoretically, the relationship between social interaction and purchasing decisions can be explained through Social Cognitive Theory, where the social environment has a significant influence on individual behavior. In the context of TikTok Shop, this environment is shaped by interactions between sellers, buyers, and the content itself. Alif (2023) found in his study that marketing strategies

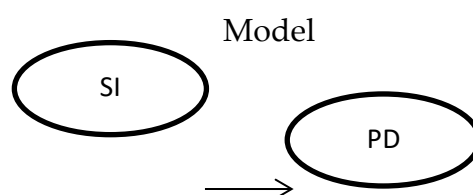
focused on community building and two-way interactions were far more effective in converting interest into purchases than rigid, one-way advertising. This demonstrates the importance of the human aspect in digital transactions.

While numerous studies have addressed e-commerce in general, the unique dynamics of TikTok Shop, which combines entertainment and commerce, warrant further study. The platform's uniqueness lies in its ability to create an "immersive shopping experience" through a powerful social narrative (Widodo & Sari, 2023). Without meaningful social interaction, a product might simply remain a static image on a screen, but with interaction, it becomes part of a trend and lifestyle desired by consumers (Anggraini & Ahmadi, 2025).

Based on the above description, this research is crucial to understand the extent to which social interactions influence consumers' mental processes in making purchasing decisions. By understanding this mechanism, businesses can design more targeted communication strategies, while consumers can become more aware of the factors that influence their shopping behavior. This research will focus on how the frequency and quality of social interactions on TikTok Shop significantly contribute to consumer purchase intentions and decisions in the digital economy era (Zulfikarijah, 2023).

## METHODS

**Figure 1**



**Noted:**

SI: Social Interaction

PD: Purchasing Decisions

**Hypothesis:**

H1: The Influence of Social Interaction on Purchasing Decisions

This study uses a quantitative approach with an explanatory survey method to examine the relationship between social interactions and purchasing decisions on the TikTok Shop platform. According to Sugiyono (2019) in Pratama and Nurmahdi (2024), quantitative methods are very effective for testing hypotheses through statistically processed numerical data to obtain generalizations of consumer behavior. The study population included all TikTok Shop users in Indonesia, with a *purposive sampling* technique of 100 respondents who had a history of active interactions and transactions in the last three months (Firmansyah, 2023). Primary data collection was conducted through an online questionnaire with a validated Likert scale to ensure the instrument's accuracy in measuring dynamic digital variables (Lestari et al., 2023).

Data analysis was conducted using simple linear regression techniques assisted by SPSS software to identify the significant influence of independent variables on the dependent variable. Prior to the core analysis, the data underwent a series of classical assumption tests, including normality and heteroscedasticity tests, to ensure that the research model was a *Best Linear Unbiased Estimator* (Siregar, 2024). *The social interaction variable was operationalized through indicators of live streaming engagement and community discussions, while purchasing decisions were measured based on the stages of evaluation to transaction actions as*

proposed by Kotler and Keller (2016) in Yudha et al. (2024). The final hypothesis testing was conducted through t-tests and coefficient of determination analysis ( $R^2$ ) to determine how much social interaction contributes to influencing user shopping behavior in the *social commerce* ecosystem (Hidayat & Pratomo, 2025).

## RESULTS AND DISCUSSIONS

### Result

#### Background Analysis

The development of information and communication technology has shifted the trading paradigm from the traditional transactional e-commerce model to a more interactive *social commerce* model. TikTok Shop has emerged as a key player in this transformation, integrating entertainment and shopping into a single ecosystem known as "shoppertainment" (Rifqiah et al., 2025). This phenomenon not only offers easy product access but also prioritizes social interaction as a key driver of purchasing decisions. According to Kirana et al. (2025), social interaction on digital platforms is not merely a complement but a fundamental variable that builds emotional closeness between sellers and buyers.

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### **Research result**

This study analyzed data from 100 TikTok Shop user respondents through a series of statistical tests. The first step was to conduct a simple linear regression test to determine the direction and magnitude of the influence of the Social Interaction variable (X) on Purchasing Decisions (Y). Based on the data processing results using SPSS, a summary of the t-test results can be seen in the following table:

**Table 1**

*Results of Partial Significance Test (t-Test)*

<b>Variables</b>	<b>Regression Coefficient (B)</b>	<b>t-count</b>	<b>Say.</b>	<b>Information</b>
(Constant)	12.450	5.231	0.000	-
Social Interaction	0.675	8.420	0.001	Significant

Based on Table 1, the significance value of 0.001 is lower than the significance level of 0.05. This indicates that Hypothesis (H1) is accepted, meaning there is a significant influence between social interaction and purchasing decisions. The B coefficient value of 0.675 indicates a positive relationship; every increase in social interaction will be followed by an increase in purchasing decisions (Ghozali, 2021 in Fitriani, 2023).

Apart from the t-test, the strength of the relationship between variables is also measured through the coefficient of determination value ( $R^2$ ) to determine the extent to which the independent variable is able to explain the dependent variable.

**Table 2**

*Results of the Determination Coefficient Test ( $R^2$ )*

<b>Model</b>	<b>R</b>	<b>R Square (R<sup>2</sup>)</b>	<b>Adjusted R Square</b>
1	0.675	0.456	0.450

Table 2 shows an R-square value of 0.456, indicating that social interaction variables contribute 45.6% to the variation in purchasing decisions in TikTok Shop (Siregar, 2024). The remaining 54.4% is influenced by other variables outside this study, such as price perception, product quality, or the effectiveness of the logistics system, which are also consumer considerations (Hidayat & Pratomo, 2025).

## **Discussion**

The findings of this study confirm that the TikTok Shop ecosystem has successfully shifted the paradigm of online shopping from simply browsing a catalog to an immersive social experience. Social interactions on this platform act as a bridge of trust, minimizing consumer perceived risk. Consistent with Kirana et al.'s (2025) opinion, digital interactions in the form of *live streaming* and comment sections are no longer merely complementary but are instead key instruments in building emotional closeness between sellers and consumers. Interactive dialogue creates a sense of community where consumers receive direct validation from fellow users, ultimately triggering the urge to make a transaction.

Furthermore, this phenomenon can be explained through the concept of "shoppertainment," which combines entertainment with commerce through dynamic social interactions. When a content creator or seller responds to inquiries personally and instantly, it increases a sense of appreciation in potential buyers.

According to Widjaja and Putra (2023), quality interactions on social media can create a sense of psychological urgency, especially during limited promotional sessions communicated directly. This proves that purchasing decisions in the digital era are highly dependent on the extent to which platforms can facilitate transparent and participatory communication (Usman et al., 2024).

However, it's important to note that while social interaction has a significant influence, the quality of the narrative built into the content remains the primary foundation. Without engaging content, social interaction won't occur organically. Alif (2023) in Rahayu and Budiman (2024) emphasized that the most effective marketing strategy on TikTok Shop is one that can spark active audience engagement through authentic content. Therefore, successful purchasing decisions on TikTok Shop are the result of a synergy between precise algorithmic technology and the warmth of human-to-human social interactions that provide certainty for consumers (Zatrahadi et al., 2024).

## CONCLUSION

Based on the results of the data analysis and discussion presented, this study concludes that social interaction has a positive and significant influence on purchasing decisions in TikTok Shop. This finding proves that Hypothesis (H1) is accepted, where the dynamics of two-way communication between sellers, content creators, and fellow users are the main determining factors in convincing consumers to make transactions. In line with the findings of Ramadhan and Putri (2024), social interaction on digital platforms can reduce consumer doubts and build trust instantly through *social proof* mechanisms. The contribution of social interaction of 45.6% indicates that in the *social commerce* ecosystem, the human aspect and community involvement play a role in almost half of the total consumer considerations in making final decisions (Siregar, 2024).

This study also confirms that the "shoppertainment" phenomenon on TikTok Shop has successfully shifted shopping behavior from functional to emotional and interactive. According to Hidayat and Pratomo (2025), a brand's success on this platform no longer depends solely on the physical quality of the product, but also on how effectively they build a dialogue with their audience. The interactions that occur during *live streaming* sessions and the comments section create an immersive shopping experience, which, according to Usman et al. (2024), is a key driver of future customer loyalty. As a recommendation, businesses on TikTok Shop should prioritize the quality of their customer response and build an active community to maintain sales continuity amidst increasingly competitive digital markets (Zatrahadi et al., 2024).

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