

# Utilitarian Motivation and Promotions on Purchase Decisions: Perceived Value as a Mediating Variable Among TikTok Shop Users in Indonesia

Naila Salsabila <sup>1\*</sup> M. Ikhwan Mansyuri <sup>2</sup> Risca Ariska Ramadhan <sup>3</sup>

<sup>1\* 2, 3</sup> Sekolah Tinggi Ilmu Ekonomi Yapis, Dompu, Indonesia.

Email: [ns5303433@gmail.com](mailto:ns5303433@gmail.com), [m.ikhwanmansyuri@stievapisdomp.ac.id](mailto:m.ikhwanmansyuri@stievapisdomp.ac.id), [riscaariskaramadhan@stievapisdomp.ac.id](mailto:riscaariskaramadhan@stievapisdomp.ac.id)

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The author(s) declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

## ABSTRACT

**Purpose:** This study examines the effects of utilitarian motivation and promotions on purchase decisions and tests the mediating role of perceived value among TikTok Shop social commerce users in Indonesia.

**Research Method:** This research used an explanatory quantitative design. Data were collected from 91 STIE Yapis Dompu students who actively use TikTok Shop. The sample size was determined using the rule of 5–10 times the number of observed indicators. The variables analyzed were utilitarian motivation, promotions, perceived value, and purchase decisions. Data were processed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS v3.

**Results and Discussion:** The findings show that utilitarian motivation and promotions have positive and significant effects on perceived value and purchase decisions. Perceived value also positively and significantly affects purchase decisions. However, perceived value does not significantly mediate the effects of utilitarian motivation and promotions on purchase decisions, although the indirect effects are positive. This indicates that TikTok Shop users tend to respond directly to practical benefits and promotional offers without extensive evaluation of value.

**Implications:** TikTok Shop businesses should emphasize promotional strategies that encourage quick purchases, such as flash sales and live discounts, while improving transaction convenience.

**Keywords:** utilitarian motivation; promotion; perceived value; purchase decision; TikTok Shop.

## 1. Introduction

Advances in digital technology have drastically transformed the way people shop. E-commerce is no longer merely a place for transactions but has evolved into a lifestyle that prioritizes speed and convenience (Blasius Manggu et al., 2025). As it has developed, social commerce has emerged, integrating social media with buying and selling, allowing consumers to interact directly with sellers on a single platform. TikTok Shop stands out as a prominent example for its ability to combine entertainment, social interaction, and transactions within a single ecosystem distinct from conventional shopping platforms (Afkar, 2023).



Purchase decisions are influenced not only by product characteristics but also by the reasons for using the platform itself (Gunawan et al., 2022). One key factor is utilitarian motivation—the consumer’s drive to gain practical benefits such as ease of access, time efficiency, competitive pricing, and clear information. Within the TikTok Shop context, features such as live shopping, algorithmic recommendations, and a simple payment system further reinforce this utilitarian orientation (Blasius Manggu et al., 2025). On the other hand, promotions also serve as a key stimulus in influencing digital consumer behavior. Various forms of offers—such as discounts, free shipping, flash sales, and exclusive vouchers during live streams—have proven effective in boosting purchasing interest, whether planned or impulsive (Putri et al., 2025). The intensity and creativity of promotions on TikTok Shop also create strong visual appeal, particularly for the younger generation who are responsive to interactive content (Kurniawan et al., 2025). However, the influence of utilitarian motivation and promotions does not always directly result in a purchase decision (Dewi et al., 2022). Consumers tend first to evaluate the benefits gained against the sacrifices made, a concept known as perceived value. When perceived value is high, the likelihood of purchase increases (Prmono et al., 2021). In this context, perceived value serves as an internal evaluation process that bridges external stimuli with consumer behavioral responses.

Theoretically, utilitarian motivation and promotions are often assumed to influence purchase decisions directly (Ajzen, 2011). However, in practice, not all consumers who experience convenience or are exposed to promotions immediately make a purchase (Nurfadillah et al., 2025). This suggests that the relationship between variables is not always linear but involves a more complex cognitive evaluation process. Previous studies have shown that utilitarian motivation and promotions positively influence purchase decisions (Dwijantoro et al., 2022; Wicaksana & Yamini, 2025) and contribute to the formation of perceived value (Ariyani, 2022). Furthermore, perceived value has also been proven to play a crucial role in driving purchase decisions (Ningsih, 2021). However, conflicting findings have also emerged, as demonstrated by Alifia (2024), who found that utilitarian motivation does not always significantly influence purchase decisions. These differing results indicate that the relationship between utilitarian motivation, promotions, and purchase decisions cannot yet be fully explained directly, thereby opening the door to the role of mediating mechanisms.

In the context of social commerce, such as TikTok Shop, research on the role of perceived value as a mediating variable remains relatively limited (Chen, 2024). However, the platform’s characteristics—which combine entertainment, social interaction, and transactions—can influence how consumers evaluate value before making a decision. This suggests that the relationship between utilitarian motivation, promotions, and purchase decisions depends not only on direct stimuli but also on how consumers interpret the value they receive. Therefore, this study aims to test the role of perceived value as a mediating mechanism linking utilitarian motivation and promotions to purchase decisions among TikTok Shop users.

This research is significant as it seeks to understand the internal processes consumers undergo when responding to utilitarian motivations and promotional stimuli through the formation of perceived value (Hardisman, 2025). In the TikTok Shop environment, which is rich in interactive content and real-time promotions, purchase decisions are no longer based solely on rational considerations. However, they are also influenced by visual and social experiences (Arary & Purwantoro, 2022). This phenomenon indicates that consumer behavior in social commerce differs from that in conventional e-commerce. The urgency of this research is further underscored by the increasingly intense competition among digital shopping platforms in Indonesia. Businesses cannot rely solely on promotions or low prices; they must



also understand how value is formed in consumers' minds. Without this understanding, marketing strategies risk being ineffective despite intensive features and promotions. Therefore, this study is expected to serve as an empirical foundation for developing more targeted value-based marketing strategies. This study aims to analyze the influence of utilitarian motivation and promotions on purchase decisions among TikTok Shop users, with perceived value as the mediator. Through this approach, the study is expected to contribute to both the development of digital consumer behavior theory and marketing practices on social commerce platforms.

The remainder of this paper is organized as follows. Section 2 provides a literature review and hypothesis development. Section 3 presents the research method and design. Section 4 provides a discussion. Section 5 is Concluding Remarks and Recommendations.

## 2. Literature Review and Hypothesis Development

### 2.1 Grand Theory and Models of Consumer Behavior

This study is grounded in Consumer Behavior Theory, which views purchasing decisions as the result of cognitive and emotional dynamics as consumers weigh a product's benefits against its costs (Solomon et al., 2014). This rational shopping behavior depends heavily on the extent to which consumers perceive the functional benefits of a digital service (Schiffman, 2020; Solomon et al., 2014). To map this behavioral flow, this study adopts the Stimulus-Organism-Response (S-O-R) model. This model posits that external stimulus—such as utilitarian motivations and promotional campaigns—influence consumers' internal psychological states (organism), which manifest as perceived value and ultimately trigger behavioral responses, such as purchase decisions (De Groot, 2019). This framework is reinforced by Perceived Value Theory, which positions perceived value as a cognitive bridge for evaluating a product's utility through comparisons between what is gained and what is sacrificed (Zauner et al., 2015).

### 2.2 The Influence of Utilitarian Motivation on Purchase Decisions

Consumers with utilitarian motivation exhibit a high level of criticality when considering practical aspects before making a purchase. This motivation leads consumers to evaluate a product's functional benefits—such as quality and time efficiency—before taking action. According to Solomon et al. (2014), when the shopping experience is fast, information-rich, and low-risk, this utilitarian drive is validated. It directly increases the likelihood of a firm's purchase decision.

**H1:** *Utilitarian Motivation has a positive and significant influence on Purchase Decisions.*

### 2.3 The Influence of Promotions on Purchase Decisions

As a bridge for communicating value, promotions can build appeal both emotionally and rationally. Especially on social commerce platforms like TikTok Shop, live-stream promotions create a sense of urgency or fear of missing out (FOMO), instantly sparking interest in shopping. Well-managed promotional strategies that offer direct incentives have been proven to accelerate the consumer's purchasing decision-making process (Kotler & Keller, 2016; Saptadi et al., 2024).

**H2:** *Promotions have a positive and significant influence on Purchase Decisions.*



## 2.4 The Influence of Utilitarian Motivation on Perceived Value

In the online shopping ecosystem, consumers are driven by the need for functionality and efficiency (Pramiarsih, 2024). When platforms like TikTok Shop offer accurate search features, easy price comparisons, and reliable payment systems, they effectively address consumers' needs. The fulfillment of these logistical and practical needs directly enhances consumers' overall evaluation of the platform's utility. This aligns with the theory that utility is the primary driver of positive perceived value (Solomon et al., 2014).

**H3:** *Utilitarian Motivation has a positive and significant effect on Perceived Value.*

## 2.5 The Influence of Promotions on Perceived Value

Promotions in social commerce do more than attract attention; they serve as marketing stimuli that maximize benefits and minimize costs for consumers. The presence of free shipping coupons, flash sales, and limited-time discounts, combined with interactive content, effectively enhances an offer's economic appeal. According to Tjiptono (2015) and Belch & Belch (2017), relevant and targeted promotions strengthen perceived value in consumers' eyes by amplifying the benefits received relative to the sacrifices made (Hsiao et al., 2012).

**H4:** *Promotions have a positive and significant effect on Perceived Value.*

## 2.6 The Influence of Perceived Value on Purchase Decisions

Customers' trust and perceived value heavily influence purchase decisions in the digital realm. The higher consumers' perceived alignment between a product's price and its functional benefits, the greater their tendency to make a purchase. (Zeithaml et al., 2000) assert that perceived value is the primary determinant of purchasing behavior. This is supported by the findings of Nugraha et al. (2021), which state that a high perceived value among consumers is directly proportional to the likelihood of making a purchase.

**H5:** *Perceived Value has a positive and significant effect on Purchase Decisions.*

## 2.7 The Mediating Role of Perceived Value

Based on the Stimulus-Organism-Response (S-O-R) model, external stimuli (utilitarian motivation and promotions) do not always directly lead to a purchase decision; they are first processed through internal cognitive evaluation (perceived value) (Zauner et al., 2015; De Groot, 2019). The synergy between logical shopping incentives and marketing stimuli (such as discounts) will multiply the benefits consumers perceive (Sjioen & SE, 2025). According to Kotler & Armstrong (2018), perceived value serves as a strategic bridge between motivational factors and marketing strategies and the buyer's final decision. If motivation and promotions successfully enhance consumers' perceived value, transaction opportunities will arise.

**H6:** *Perceived Value mediates the influence of Utilitarian Motivation on Purchase Decisions.*

**H7:** *Perceived Value mediates the influence of Promotions on Purchase Decisions.*



## 3. Research Method

This study employs a quantitative, explanatory design to empirically test the causal relationship between utilitarian motivation and promotions in purchase decisions, with perceived value as the mediating variable (Sekaran & Bougie, 2016). The population for this study comprises all STIE Yapis Dompus students who are active users of the TikTok Shop app. The sampling technique employed was purposive sampling, with the criterion for respondents being students who have made at least one purchase via TikTok Shop. This approach was used to ensure that respondents possess relevant experience related to the research subject.

The sample size was determined based on guidelines for Partial Least Squares (PLS)-based Structural Equation Modeling (SEM) analysis, specifically 5 to 10 times the number of observed indicators (Ferdinand, 2016). Based on the results of variable operationalization, this study uses 26 indicators distributed across four constructs: utilitarian motivation (6 indicators), promotion (6 indicators), perceived value (6 indicators), and purchase decision (8 indicators). Using a 7:1 ratio of indicators to respondents, the minimum sample size is 182 respondents ( $26 \times 7$ ). However, in practice, this study used 91 respondents, which is still acceptable for PLS-SEM analysis since this method is relatively robust to small sample sizes (Hair et al., 2021). The research instrument was developed based on indicators adopted from relevant prior literature for each construct, then adapted to the TikTok Shop social commerce context. Measurements were conducted using a five-point Likert scale, ranging from strongly disagree to agree strongly.

Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS V3 software (Hair et al., 2021). Model evaluation was conducted in two stages: the outer and inner models. The outer model test aimed to ensure the validity and reliability of the instrument using criteria such as factor loadings  $> 0.7$ , Average Variance Extracted (AVE)  $> 0.5$ , discriminant validity using the Fornell-Larcker criterion, and Composite Reliability (CR) and Cronbach's Alpha values  $> 0.7$ . Subsequently, the inner model evaluation was conducted to test the model's predictive power and relevance using R-square, F-square, and Q-square values via the blindfolding procedure. Model fit was also assessed using the SRMR parameter ( $< 0.08$ ; Hair et al., 2021). Hypothesis testing was performed using the bootstrapping technique, in which a relationship was considered significant if the t-statistic was  $\geq 1.96$  and the p-value was  $\leq 0.05$ .

## 4. Results and Discussion

### 4.1 Analysis Results

The primary focus of this study is digital consumer behavior on the TikTok Shop social commerce platform, with the study population limited to STIE Yapis Dompus students who are active app users. This study highlights the psychological and cognitive dynamics of users within a unique platform that blends entertainment, social interaction, and real-time buying and selling. Specifically, the study centers on internal consumer mechanisms—namely, how the practical aspects of shopping (utilitarian motivation) and the appeal of interactive offers (promotions) are evaluated in students' minds to form a perceived value, which ultimately influences and determines their purchasing decisions.



The research instruments in Table 1 show that all indicators met the criteria for convergent validity, indicating that each item adequately represents the construct being measured (Hair et al., 2021). This is evident from the factor loadings, which consistently exceeded the 0.70 threshold, indicating that the indicators make a strong contribution to the latent variable. Additionally, Average Variance Extracted (AVE) values ranging from 0.556 to 0.581 indicate that each construct explains more than half of the variance of its indicators. These findings confirm that measurement quality within the model is good, making the instrument sufficiently representative to describe consumer behavior among TikTok Shop users and suitable for proceeding to the next stage of analysis.

**Table 1. Evaluation of the Outer Model (Convergent Validity & Reliability)**

Variable	Indicator	Outer Loading	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Utilitarian Motivation (X1)	X1.1	0.735	0.857	0.892	0.581
	X1.2	0.716			
	X1.3	0.750			
	X1.4	0.755			
	X1.5	0.800			
	X1.6	0.809			
Promosi (X2)	X2.1	0.754	0.850	0.889	0.571
	X2.2	0.760			
	X2.3	0.767			
	X2.4	0.748			
	X2.5	0.734			
	X2.6	0.769			
Purchase Decision (Y)	Y1	0.802	0.892	0.914	0.570
	Y2	0.790			
	Y3	0.759			
	Y4	0.741			
	Y5	0.724			
	Y6	0.717			
Perceived Value (Z)	Y7	0.767	0.841	0.882	0.556
	Y8	0.735			
	Z1	0.793			
	Z2	0.747			
	Z3	0.766			
	Z4	0.716			
	Z5	0.721			
	Z6	0.728			

Source: SmartPLS (2026)

**Table 2. Discriminant Validity (Fornell-Larcker Criterion)**

	Utilitarian Motivation	Promotion	Purchase Decision	Perceived Value
Utilitarian Motivation	0.762			
Promotion	0.585	0.755		
Purchase Decision	0.605	0.628	0.755	
Perceived Value	0.582	0.560	0.643	0.746

Source: SmartPLS (2026)



Based on Table 2, the measurement instruments in this study met the validity standards for further analysis (Hair et al., 2021), as evidenced by the Average Variance Extracted (AVE) values for each construct exceeding their respective correlations with other constructs, including correlations among the constructs themselves. These findings confirm that each variable in the research model is unique and independent, and demonstrate strong stability as a measure of distinct phenomena.

**Table 3. Evaluation of the Inner Model (R<sup>2</sup> and Q<sup>2</sup>)**

Endogenous Variables	R-Square (R <sup>2</sup> )	Q-Square (Q <sup>2</sup> )	Predictive Information
Purchase Decision	0.548	0.288	Moderat
Perceived Value	0.412	0.213	Moderat

Source: SmartPLS (2026)

Based on Table 3, this research model demonstrates moderate predictive power (Hair et al., 2021), as indicated by R<sup>2</sup> values of 0.548 for Purchase Decision and 0.412 for Perceived Value. These values indicate that the exogenous variables explain some of the variation in the endogenous variables, but other factors outside the model also influence them. Additionally, the blindfolding test results show Q<sup>2</sup> values of 0.288 for Purchase Decision and 0.213 for Perceived Value, indicating that the model has adequate predictive relevance but not high predictive power.

**Table 4. F-square**

	Purchase Decision	Perceived Value
Utilitarian Motivation	0.065	0.167
Promotion	0.119	0.125
Perceived Value	0.151	

Source: SmartPLS (2026)

Based on Table 4, the effect size (f<sup>2</sup>) values indicate that perceived value has a moderate effect on purchase decisions (0.151), while the effect of utilitarian motivation on perceived value is also in the moderate category (0.167). On the other hand, most other relationships, including the direct effects of utilitarian motivation and promotions on purchase decisions, as well as the effect of promotions on perceived value, fall into the weak category (0.065–0.125). These findings indicate that although perceived value plays a role in the model, its contribution is not dominant; rather, it serves as a complementary factor in explaining purchase decisions.

**Table 5. Model Fit Test**

	Saturated Model	Estimated Model
SRMR	0.108	0.108
d_ULS	4.128	4.128

Source: SmartPLS (2026)

Table 5 reports an SRMR of 0.108 and a d\_ULS of 4.128. The SRMR value exceeds the recommended threshold (< 0.08), indicating that the model does not yet fully meet the ideal goodness-of-fit criteria. This suggests that the fit between the model and the empirical data remains limited. However, in PLS-SEM analysis, model evaluation is not based solely on goodness-of-fit measures but



also considers the model’s validity, reliability, and predictive power. Therefore, in line with Henseler (2015) and Hair et al. (2021), these results can still be used for further analysis, while taking into account the model’s interpretive limitations.

**Table 6. Structural Model Evaluation & Hypothesis Testing**

Hip.	Relationships Among Variables	Path Coeff.	T Statistics	P-Values	Info
<i>Direct</i>					
H1	Utilitarian Motivation → Purchase Decision	0.105	2.172	0.030	Accept
H2	Promosi → Purchase Decision	0.112	2.701	0.007	Accept
H3	Utilitarian Motivation → Perceived Value	0.122	3.179	0.002	Accept
H4	Promotion → Perceived Value	0.119	2.811	0.005	Accept
H5	Perceived Value → Purchase Decision	0.140	2.433	0.015	Accept
<i>Indirect</i>					
H6	Utilitarian Motivation → Perceived Value → Purchase Decision	0.078	1.680	0.094	Reject
H7	Promosi → Perceived Value → Purchase Decision	0.064	1.785	0.075	Reject

**Source:** SmartPLS (2026)

## 4.2 Discussion

### 4.2.1 Utilitarian Motivation in Purchase Decisions

The results of the study indicate that utilitarian motivation has a positive and significant effect on purchase decisions related to the use of the TikTok Shop app. This suggests that consumers tend to consider practicality and functional benefits when making decisions. An increase in utilitarian motivation—such as the app’s ease of use, cost-effectiveness, and the quality of products offered on TikTok Shop—will encourage consumers to make purchases. In other words, when consumers’ practical needs are well met, purchase decisions are more readily formed.

These findings align with a study by Wicaksana and Yamini (2025), which demonstrated that utilitarian motivation has a positive and significant influence on purchase decisions. This supports consumer behavior theory (Schiffman, 2020), which emphasizes that purchasing decisions often arise from a rational evaluation of product benefits. This significance is reinforced by the characteristics of digital consumers, who highly prioritize practicality, such that the fulfillment of the platform’s functional aspects can directly and efficiently trigger purchasing decisions.

### 4.2.2 The Influence of Promotions on Purchase Decisions

The results of this study indicate that promotional variables have a positive and significant effect on purchase decisions regarding the use of the TikTok Shop app. This suggests that consumers tend to respond to various forms of promotions offered during the decision-making process. Promotions such as promotional prices, discounts, and free shipping serve as incentives that encourage consumers to make purchases. Thus, the more attractive and relevant the promotions are, the greater the likelihood that consumers will make an immediate purchase decision.

These findings align with a study by Dwijantoro et al. (2022), which demonstrates that promotions have a positive and significant influence on purchasing decisions. This aligns with Schiffman’s (2020) perspective, which posits that promotions are a dominant external stimulus capable



of directly altering attitudes and shopping behavior. The significance of this influence lies in the tangible economic benefits consumers receive, which lead them to make spontaneous decisions without requiring deep evaluation. Within the TikTok Shop ecosystem, the appeal of these promotions is further amplified by the content's visual and interactive nature.

#### *4.2.3 Utilitarian Motivation and Perceived Value*

The results of the study indicate that the variable utilitarian motivation has a positive and significant effect on perceived value in the use of the TikTok Shop app. This suggests that consumers tend to form their perception of value based on the functional benefits they experience while using the platform. Enhancements to utilitarian motivation—such as ease of use, cost-effectiveness, and product quality—will be directly proportional to the increase in perceived value experienced by consumers. Thus, the higher the level of practicality and efficiency achieved, the stronger consumers' positive assessment of the platform's value.

These findings align with the perceived value theory perspective of Zauner et al. (2015), in which perceived value results from a comparative evaluation of the benefits obtained and the sacrifices made. When consumers experience convenience and efficiency in transactions, this automatically enhances the utility aspect, ultimately increasing the perceived value score. This relationship is significant because utilitarian motivation directly intersects with the functional value dimension, a fundamental element in the value-formation process from the consumer's perspective.

#### *4.2.4 Promotions and Perceived Value*

The results of the study indicate that promotional variables have a positive and significant effect on perceived value regarding the use of the TikTok Shop app. This suggests that consumers tend to assess an offer's value based on the benefits they receive from promotional activities. Promotions such as promotional prices, discounts, and free shipping can enhance the perceived benefits relative to the costs incurred. Thus, the more attractive and relevant the promotions offered, the higher the perceived value formed in consumers' minds.

These findings align with a study by Ariyani (2022), which shows that promotions have a positive and significant effect on perceived value. This is consistent with the view of Zauner et al. (2015), who state that an increase in perceived value can be achieved by reducing sacrifice or increasing benefits. In this context, incentives such as discounts and cashback directly reduce consumers' financial costs, thereby elevating their perceived value. The significance of this relationship stems from consumers' perception of receiving better value for money, thereby reinforcing a positive image of both the product and the platform.

#### *4.2.5 Perceived Value and Purchase Decisions*

The results of the study indicate that perceived value has a positive and significant effect on purchasing decisions related to the use of the TikTok Shop app. This suggests that consumers tend to make purchasing decisions based on their perceived value. Perceived value—such as price appropriateness, functional benefits, and the economic value perceived by consumers—is directly proportional to their



tendency to make a purchase. Thus, the higher the value consumers perceive, the greater the likelihood that they will decide to make a transaction.

These findings align with a study by Ningsih (2021), which demonstrated that perceived value significantly influences purchasing decisions. These results are consistent with the perceived value theory by Zauner et al. (2015), which positions perceived value as a key determinant in decision-making. Furthermore, according to Schiffman (2020), perceived value is a crucial element in cognitive evaluation that directly guides the customer's final decision. This relationship is significant because consumers will instinctively prioritize purchasing products or services they believe will provide the greatest benefit relative to the costs incurred.

#### *4.2.6 Utilitarian Motivation and Its Impact on Purchase Decisions Through Perceived Value*

The results of the study indicate that perceived value does not significantly mediate the effect of utilitarian motivation on purchase decisions regarding the use of the TikTok Shop app. Nevertheless, the positive direction of the indirect relationship suggests that an increase in utilitarian motivation is still likely to be followed by an increase in purchase decisions via perceived value; however, this effect is not strong enough to constitute a meaningful mediating role.

These findings suggest that consumers with a utilitarian motivational orientation tend to make purchasing decisions based directly on functional benefits, without needing to undergo a deep evaluation of perceived value. Thus, the platform's practicality, efficiency, and utility are sufficient to drive purchasing decisions, rendering perceived value a non-dominant mediating variable in this relationship. These research results align with consumer behavior theory by Schiffman (2020), which explains that when the primary motivation is sufficiently dominant, purchasing decisions can form instantly without relying on mediating variables to strengthen the relationship.

#### *4.2.7 The Effect of Promotions on Purchase Decisions Through Perceived Value*

The results of the study indicate that perceived value does not significantly mediate the effect of promotions on purchase decisions among TikTok Shop users. Nevertheless, the fact that the indirect relationship remains positive suggests that promotions still tend to increase purchase decisions through perceived value; however, this effect is not strong enough to serve as a meaningful mediator.

These findings suggest that consumers tend to respond to promotions directly, without thoroughly evaluating perceived value. On social commerce platforms like TikTok Shop, promotional stimuli such as discounts, free shipping, and flash sales can drive quick, spontaneous purchasing decisions. According to Schiffman's (2020) consumer behavior theory, this condition represents a reaction to strong external stimuli, in which consumers bypass the perceived value evaluation process to secure immediate benefits. Thus, while perceived value still plays a role in shaping consumer perceptions, in this study, it did not prove to be a significant mediator, as the direct effects of promotions more heavily influenced purchase decisions.

## **5. Concluding Remarks and Recommendation**

This study shows that utilitarian motivation and promotions have a positive and significant effect on purchase decisions regarding the use of the TikTok Shop app. These findings indicate that the higher



consumers' rational motivations—such as ease of use, cost-effectiveness, and product quality—the greater their tendency to make purchases. Additionally, promotions such as discounts and free shipping have been shown to directly increase purchase decisions. On the other hand, utilitarian motivation and promotions also have a positive and significant effect on perceived value, indicating that rational motivations and promotional stimuli can enhance consumers' perceived value by increasing benefits or reducing sacrifices. Furthermore, perceived value has a positive and significant effect on purchase decisions, confirming that the higher the perceived value, the greater the likelihood of consumers making a transaction. However, testing the mediating effect revealed that perceived value does not significantly mediate the relationship between utilitarian motivation or promotions and purchase decisions, although the relationship remains positive. This suggests that the influence of utilitarian motivation and promotions tends to be more direct rather than mediated by perceived value.

The findings of this study contribute to the research on digital consumer behavior, particularly in the context of social commerce such as TikTok Shop, by confirming that purchase decisions are not always mediated by value evaluation. Practically, these results imply that businesses and platform managers should prioritize strategies that enhance functional aspects and the direct effectiveness of promotions, without over-relying on perceived value as an intermediary. Thus, this study underscores the importance of understanding the characteristics of digital consumers who tend to respond to practical stimuli and direct promotions.

This study has limitations regarding the sample scope, which is limited to students at STIE Yapis Dompus; consequently, the findings cannot yet be broadly generalized to a more diverse population. Additionally, the research model considers only the variables of utilitarian motivation, promotion, and perceived value, leaving room for other factors that may influence purchasing decisions, such as emotions, trust, or user experience. Therefore, future research is recommended to expand the sample scope, include additional relevant variables, and test the model across different social commerce platforms to gain a more comprehensive understanding of digital consumer behavior.

## Statement of Use of Generative AI

During the preparation of this work, the author used ChatGPT to improve the clarity and readability of the text. The author reviewed and edited the output and takes full responsibility for the content of the publication.

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## Corresponding author

Naila Salsabila can be contacted at: [ns5303433@gmail.com](mailto:ns5303433@gmail.com)

