

## Discount and promotion strategies as drivers of consumer buying behavior on TikTok Shop

Elnis Krisdayantiana Halawa \*, Khamo Waruwu, Mella Yunita

Management, Tjut Nyak Dhien University, Medan, Indonesia

Email: [elniskhalawa@gmail.com](mailto:elniskhalawa@gmail.com)

### Abstrak

*Penelitian ini bertujuan menganalisis pengaruh diskon dan promosi terhadap keputusan pembelian produk skincare Glad2Glow di TikTok Shop. Variabel independen dalam penelitian ini adalah diskon dan promosi, sedangkan keputusan pembelian merupakan variabel dependen. Penelitian menggunakan metode kuantitatif dengan populasi konsumen yang membeli produk Glad2Glow melalui TikTok Shop, melibatkan 103 responden sebagai sampel. Analisis data dilakukan menggunakan regresi linear berganda dengan tingkat signifikansi 5% dan diolah melalui SPSS versi 25. Hasil penelitian menunjukkan bahwa nilai  $F_{hitung}$  sebesar 16,013 lebih besar dari  $F_{tabel}$  3,09 dengan signifikansi  $0,000 < 0,05$ . Temuan ini menunjukkan bahwa diskon dan promosi secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian produk Glad2Glow. Dengan demikian, strategi diskon dan promosi terbukti efektif dalam meningkatkan keputusan pembelian konsumen pada platform TikTok Shop.*

*Kata kunci: insentif harga; komunikasi pemasaran digital; pembelian e-commerce*

### Abstract

This study aimed to analyze the effects of discount and promotion strategies on the purchase decisions of consumers purchasing Glad2Glow skincare products through the TikTok Shop platform. The independent variables comprised discounts and promotions, while the dependent variable was purchase decision. A quantitative research design was employed, and data were collected from 103 respondents who had purchased Glad2Glow products via TikTok Shop. Multiple linear regression analysis was conducted at a significance level of 5% using SPSS version 25. The results revealed that the calculated F-value of 16.013 exceeded the  $F_{table}$  value of 3.09, with a significance level of  $.000 < .05$ . These findings indicate that discount and promotion strategies simultaneously exert a positive and significant effect on purchase decisions for Glad2Glow products. Accordingly, discount and promotion strategies are demonstrated to be effective mechanisms for increasing consumer purchase decisions on the TikTok Shop platform.

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\* Corresponding author

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## Introduction

The rapid development of the digital era has transformed gadgets into practical instruments of communication and information dissemination across all demographic groups, thereby driving substantial changes in consumer behavior and online business activities. Technological advances have intensified business competition and spurred marketing innovation through electronic commerce (e-commerce), of which TikTok Shop is a prominent example. As of July 2024, Indonesia had become the largest TikTok Shop user base globally, with approximately 157.6 million active users. This growth in online shopping has generated significant opportunities for the sale of skincare products, including those offered by the local brand Glad2Glow. To capitalize on these opportunities, the company implemented discount and promotion strategies designed to enhance consumer purchase decisions, notwithstanding challenges such as shipping delays and limited promotional reach. This study therefore aims to analyze the partial and simultaneous effects of discount and promotion strategies on purchase decisions for Glad2Glow products on the TikTok Shop platform.

Purchase decisions are not solely determined by price factors, but are also shaped by perceived product value, consumer trust in the brand, and digital interaction experiences (Hollebeek & Macky, 2019; Dwivedi et al., 2021). Krisna et al. (2021) characterize purchase decisions as attitudinal dispositions toward the selection of goods or services. This perspective aligns with the conceptualization advanced by Gunawan (2022), who describes the decision-making process as a psychological response arising from unmet needs experienced by individuals, groups, or organizations. Yusuf (2021) further highlights the role of alternative evaluation processes in individual purchase decision-making. Marpaung et al. (2021) and Any et al. (2020) identify need recognition, alternative evaluation, and post-purchase behavior as core components of purchase decision-making. Consistent with this framework, Josephine et al. (2023) assert that need recognition constitutes the first stage of the purchase decision process, followed sequentially by information search and alternative evaluation. Cultural, social, personal, and psychological factors function as key determinants of purchase decisions (Kotler & Armstrong, 2021), with decision indicators encompassing product choice stability, purchasing habits, peer recommendations, and repeat purchase behavior.

A discount may be defined as a reduction in the listed price of a product for a specified period of time. Kusnawan et al. (2019) argue that discounts are not evaluated solely on the basis of product value, but also encompass ease of acquisition a pricing strategy employed to stimulate consumer interest by lowering prices and thereby incentivizing purchases. Ramadhani et al. (2025) classify discounts into several categories, including cash discounts, quantity discounts, functional discounts, seasonal discounts, rebates, and trade discounts. Paraswati and Riofita (2024) identify the primary objectives of discount strategies as increasing sales volume, retaining existing customers, and encouraging transactional behavior. Anne (2019) further notes that discount strategies typically arise in response to surplus inventory, declining demand, or competitive price pressures.

Promotion constitutes a critical marketing mix component through which companies communicate with consumers to stimulate sales. Khairat and Widaningsih (2024) characterize promotion as a set of communication activities designed to convey product information, influence consumer attitudes, and enhance market interest. Kristinae (2021) asserts that effective promotional communication captures consumer attention, educates the target audience, reinforces brand recall, and ultimately persuades consumers to make purchases, thereby supporting broader marketing

strategies. The effectiveness of promotional activities is contingent upon both internal factors such as available budgets and product characteristics and external factors, including market conditions and the stage of the product life cycle. Munarsih and Matahari (2022) further identify promotion indicators as encompassing the frequency, quality, quantity, timing, and targeting accuracy of promotional activities.

The skincare product market in Indonesia has experienced considerable growth, driven by shifting market trends and rising public demand for skin health and beauty solutions (Nawiyah et al., 2023). Kariyam and Putri (2025) note that skincare products function to prevent and treat a range of dermatological concerns, including acne, skin discoloration, and premature aging. The proliferation of digital technology has further transformed consumer access to skincare products; Putri et al. (2025) observe that consumers can now purchase a wide variety of beauty products, including skincare, directly through the TikTok Shop platform. Lumbantobing et al. (2025) characterize TikTok Shop as a digital marketplace that facilitates skincare purchases through user-generated content and peer recommendations. The primary user base of TikTok Shop in Indonesia consists predominantly of Generation Z consumers (Putra et al., 2025).

## Research methods

This study employed a quantitative research design. Data were collected through structured questionnaire distribution to 103 respondents who were users of Glad2Glow skincare products via TikTok Shop, aged 15–45 years, from November 2024 to June 2025. According to Sugiyono (2018), a population refers to the entire domain of objects or subjects possessing particular characteristics relevant to the study, while a sample constitutes a representative subset of that population (Sugiyono, 2017). The research population comprised consumers who had purchased Glad2Glow skincare products through TikTok Shop. The minimum sample size was determined using the Lemeshow formula at a significance level of 5%, a prevalence estimate of 50%, and a margin of error of 10%, as follows:

$$n = \frac{Z^2 \cdot p \cdot q}{d^2}$$

Explanation:

n = number of samples

Z = Z-value according to confidence level

p = estimated proportion/prevalence

q = 1 – p

d = level of accuracy (margin of error)

$$N = \frac{(1,96)^2 \times 0,5 \times 0,5}{(0,1)^2}$$

$$N = 96,04$$

Based on this calculation, the minimum required sample size was 96.04; accordingly, 103 respondents were recruited for this study. Instrument quality was assessed through validity and reliability testing to ensure that the data obtained were accurate and objective, thereby supporting the trustworthiness of the research conclusions. Validity testing was conducted to determine the extent to which each item accurately measured its intended variable, using SPSS. An item was deemed valid if its calculated r-value exceeded the r-table value, and invalid if it did not. Reliability testing, as described by Sugiyono (2017), aimed to assess the consistency of measurement results. An instrument was considered reliable if its Cronbach's alpha coefficient was  $\geq 0.60$ .

Classical assumption testing was conducted to verify that the Ordinary Least Squares (OLS)-based regression model satisfied the required statistical assumptions. The normality test assessed whether model residuals were normally distributed. The multicollinearity test examined the degree of linear dependence among the independent variables by inspecting Variance Inflation Factor (VIF) values of  $\leq 10.00$  and tolerance values of  $\geq 0.10$  (Ghozali, 2018). The heteroscedasticity test

evaluated the homogeneity of residual variances; the absence of heteroscedasticity was indicated by a random distribution of residuals above and below zero on the Y-axis of the scatterplot.

Multiple linear regression analysis was employed to quantify the effects of the independent variables Discount ( $X_1$ ) and Promotion ( $X_2$ ) on the dependent variable, Purchase Decision ( $Y$ ). The regression model was specified as:  $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$ , where  $\alpha$  denotes the constant,  $\beta_1$  and  $\beta_2$  represent the regression coefficients indicating the magnitude of influence of each independent variable, and  $\epsilon$  is the error term.

Hypothesis testing incorporated three procedures: the partial t-test, the simultaneous F-test, and the coefficient of determination ( $R^2$ ). The t-test assessed the individual effects of each independent variable on the dependent variable at a 5% significance level:  $H_0$  was accepted if  $t_{\text{calculated}} < t_{\text{table}}$  or  $p \geq .05$ , and rejected if  $t_{\text{calculated}} > t_{\text{table}}$  or  $p \leq .05$ . The F-test assessed the joint influence of both independent variables simultaneously;  $H_0$  was rejected if  $F_{\text{calculated}} > F_{\text{table}}$ . The coefficient of determination ( $R^2$ ) measured the proportion of variance in the dependent variable explained by the independent variables, with values ranging from 0 to 1.

## Results and Discussion

Prior to data analysis, respondent characteristics were classified to provide contextual background for the research sample, including gender, age, occupation, and purchase frequency. Based on Table 1, the majority of respondents were female ( $n = 65$ , 63.1%), with the remainder identifying as male ( $n = 38$ , 36.9%). As shown in Table 2, respondents were predominantly in the 15–25 year age group ( $n = 96$ , 93.2%), with a small proportion aged 25–35 years ( $n = 7$ , 6.8%). The most frequently reported product categories used included facial cleansers, moisturizers, serums, micellar water, clay masks, and treatment package sets.

**Table 1**  
*Gender*

	Freq.	Percent
Valid Female	65	63,1
Male	38	36,9
Total	103	100,0

Source: Research data processed by SPSS (25)

**Table 2**  
*Age*

	Freq.	Percent
Valid 15-25 Year	96	93,2
25-35 Year	7	6,8
Total	103	100,0

Source: Research data processed by SPSS (25)

Based on Table 3, the majority of respondents were students ( $n = 63$ , 61.2%), followed by those in other occupational categories ( $n = 25$ , 24.3%) and permanent or contract employees ( $n = 15$ , 14.6%). Table 4 indicates that the majority of respondents had purchased Glad2Glow skincare products one to two times ( $n = 60$ , 58.3%), reflecting the predominance of initial purchase behavior in this sample.

**Table 3**  
*Occupation*

	Freq.	Percent
Valid student	63	61,2
Permanent/Contract	15	14,6
Other	25	24,3
Total	103	100,0

Source: Research data processed by SPSS (25)

**Table 4**  
*Purchase Frequency*

	Freq.	Percent
Valid 1-2 Times	60	58,3
2-4 Times	23	22,3
5-6 Times	6	5,8
More than 6 Times	14	13,3
Total	103	100,0

Source: Research data processed by SPSS (25)

### Descriptive statistics

Descriptive statistics were computed for all variables included in the analysis model (N = 103). As presented in Table 5, the Discount variable ( $X_1$ ) yielded a mean of 39.92 (SD = 4.16), suggesting a generally favorable consumer perception of discount offerings, though with room for further optimization. The Promotion variable ( $X_2$ ) had a mean of 37.73 (SD = 4.52), indicating that promotional activities were perceived as adequate but not yet fully optimized. The Purchase Decision variable (Y) produced a mean of 31.08 (SD = 4.00), reflecting a moderate tendency toward purchase behavior that warrants further enhancement to maximize consumer decision-making for Glad2Glow skincare products.

**Table 5**  
*Descriptive Statistics*

	Mean	Std. Deviation	N
Discount	39.9223	4.16260	103
Promotion	37.7282	4.52270	103
Purchase decision	31.0777	4.00414	103

Source: Research data processed by SPSS (25)

### Instrument Quality Test

Validity testing was conducted using SPSS to assess the accuracy of the research instruments. No missing data were identified, confirming data completeness and suitability for analysis. Items were considered valid when the calculated r-value exceeded the r-table value ( $r = 0.193$  for  $N = 103$  at  $\alpha = .05$ ). The results confirmed that all items pertaining to the Discount, Promotion, and Purchase Decision variables yielded calculated r-values exceeding 0.193, indicating that all instruments were valid and suitable for further analysis.

Reliability testing was conducted using Cronbach's alpha to assess the internal consistency of the measurement instruments. As presented in Table 6, the Cronbach's alpha coefficient for the Discount variable ( $X_1$ ) was .808, for the Promotion variable ( $X_2$ ) was .904, and for the Purchase Decision variable (Y) was .856. All values exceeded the minimum acceptable threshold of .60, confirming that all instruments demonstrated satisfactory reliability.

**Table 6**  
*Reliability Test Results*

Variabel	Cronbach's Alpha	N of Items	Status
Discount	0,808	10	Reliable
Promotin	0,904	10	Reliable
Purchase decision	0,856	8	Reliable

Source: Research data processed by SPSS (25)

### Classical Assumption Test

The normality of regression residuals was assessed using the Kolmogorov–Smirnov test. The results yielded an Asymp. p-value (two-tailed) of .062, which exceeded  $\alpha = .05$ . Consequently,  $H_0$  was not rejected, confirming that the residuals were normally distributed and that the assumption of normality was satisfied. The multicollinearity test was conducted by examining tolerance values and VIF statistics (Ghozali, 2018). As presented in Table 7, both the Discount and Promotion variables yielded a tolerance value of 0.838 ( $> 0.10$ ) and a VIF of 1.193 ( $< 10.00$ ), indicating the absence of multicollinearity in the regression model.

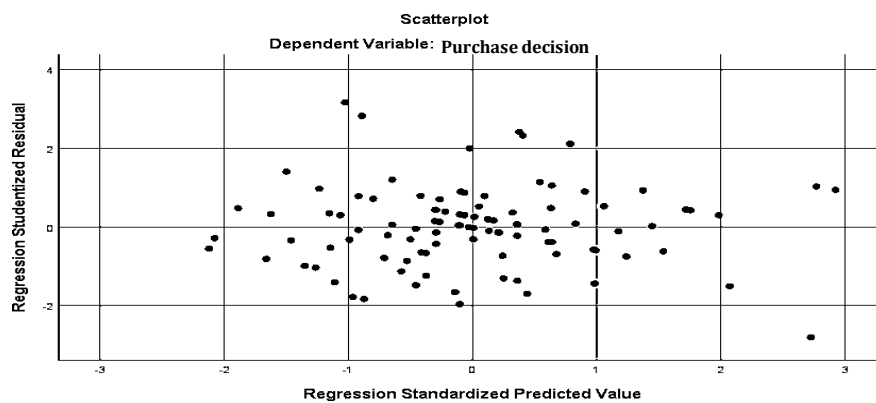
**Table 7**  
*Multicollinearity Test*

Model	Collinearity Statistics	
	Tolerance	VIF
Discont	.838	1.193
Promotion	.838	1.193

*Dependent Variable: Purchase Decision*

Source: Research data processed by SPSS (25)

**Figure 1**  
*Scatterplot*



Source: Research Data processed by SPSS (25)

The heteroscedasticity test was performed by inspecting the scatterplot of standardized residuals (Figure 1). The residual points were distributed randomly above and below the zero axis on the Y-axis, with no discernible systematic pattern, confirming the absence of heteroscedasticity in the regression model.

### Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to quantify the effects of Discount ( $X_1$ ) and Promotion ( $X_2$ ) on Purchase Decision ( $Y$ ). As presented in Table 8, the estimated regression equation was:  $\hat{Y} = 10.349 + 0.232X_1 + 0.304X_2$ . The constant of 10.349 represents the predicted value of Purchase Decision when both Discount and Promotion are held at zero. The positive regression coefficients for both predictors indicate that increases in either variable are associated with increases in purchase decisions.

**Table 8**  
*Multiple Linear Regression Analysis*

Model	Ust. Coefficients		Stand. Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	10.349	3.769		2.746	.007
Discont	.232	.091	.241	2.538	.013
Promotion	.304	.084	.343	3.612	.000

*Dependent Variable: Purchase Decision*

Source: Research data processed by SPSS (25)

**Hypothesis Testing**

Partial effects were assessed using the t-test (see Table 9). The results demonstrated that Discount ( $X_1$ ) exerted a significant positive effect on Purchase Decision,  $t(100) = 2.538$ ,  $p = .013$ ,  $\beta = .241$ . Similarly, Promotion ( $X_2$ ) produced a significant positive effect,  $t(100) = 3.612$ ,  $p < .001$ ,  $\beta = .343$ , establishing promotion as the more dominant predictor of purchase decisions.

**Table 9**  
*Partial Test (t-Test)*

Model	Ust. Coefficients		Stand. Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	10.349	3.769		2.746	.007
Discont	.232	.091	.241	2.538	.013
Promotion	.304	.084	.343	3.612	.000

Source: Research data processed by SPSS (25)

The simultaneous effect of both predictors was evaluated using the F-test (see Table 10). The results indicated that the model was statistically significant,  $F(2, 100) = 16.013$ ,  $p < .001$ , confirming that Discount and Promotion jointly and significantly predicted Purchase Decision.

**Table 10**  
*Simultaneous Test (Uji f)*

Model	Sum Of Square	df	Mean Square	f	Sig.
Regression	396.701	2	198.350	16.013	.000
Residual	1238.678	100	12.387		
Total	1635.379	102			

Source: Research data processed by SPSS (25)

**Determinant Coefficient**

As presented in Table 11,  $R^2 = .243$ , indicating that Discount and Promotion together accounted for 24.3% of the variance in purchase decisions. The remaining 75.7% of variance was attributable to other factors not included in the current model.

**Table 11**  
*Coefficient of Determination*

R	R Square	Adjusted R Square	Std. Error of the Estimate
.493 <sup>a</sup>	.243	.227	3.51949

Predictors: (Constant), Promotion, Discont

*Dependent Variable: Purchase Decision*

Source: SPSS Research Data (25)

The results indicate that Discount ( $X_1$ ) exerted a positive and significant partial effect on Purchase Decision,  $t(100) = 2.538$ ,  $p = .013$ ,  $\beta = .241$ . Promotion ( $X_2$ ) similarly produced a positive and significant partial effect,  $t(100) = 3.612$ ,  $p < .001$ ,  $\beta = .343$ , establishing promotion as the more dominant predictor. Simultaneously, both variables significantly predicted purchase decisions,  $F(2, 100) = 16.013$ ,  $p < .001$ ,  $R^2 = .243$ .

These findings are consistent with Gulo and Yunita (2023), who demonstrated that promotional activities particularly those conducted through TikTok Shop significantly influence purchase decisions. The results also corroborate the work of Novelayanti et al. (2024), who reported that promotional strategies, in conjunction with effective management of online customer reviews, positively affect purchase decisions, a finding further supported by Wijanarko and Solihin (2025). The effectiveness of promotional activities is contingent upon product quality; as Apriliansyah and Putriwarganegara (2024) note, product attractiveness is a prerequisite for generating high purchase interest. Collectively, these findings suggest that digital promotional strategies encompassing creative content creation, consumer testimonials, and communicative marketing approaches can substantially increase consumer trust, purchase intent, and ultimately purchase decisions on the TikTok Shop platform.

## Conclusion

This study demonstrates that both Discount ( $X_1$ ) and Promotion ( $X_2$ ) exert positive and significant partial effects on purchase decisions for Glad2Glow skincare products on TikTok Shop. Greater discount levels were associated with increased consumer purchase decisions, while higher promotional intensity further stimulated purchase behavior. Promotion emerged as the more dominant predictor, suggesting that promotional strategies should be prioritized over discount programs in the marketing planning of Glad2Glow. Optimizing promotional activities including increasing promotion frequency, enhancing content quality, and leveraging TikTok's digital marketing features is recommended as an effective means of strengthening consumer purchase decisions. Simultaneously, the combined effect of Discount and Promotion was found to be positive and statistically significant, confirming that both variables constitute important drivers of consumer purchase decisions on the platform. This study has several limitations that should be considered when interpreting the findings. The relatively modest coefficient of determination ( $R^2 = .243$ ) indicates that the two predictors collectively explain only 24.3% of the variance in purchase decisions, with the remaining 75.7% attributable to factors not captured in the model, such as brand image, consumer trust, product quality, electronic word-of-mouth (e-WOM), social media influencer effects, and consumer experience on digital platforms. Furthermore, the sample was restricted to consumers of a single skincare brand on a single platform, which limits the generalizability of the findings to other brands, product categories, and e-commerce environments. The cross-sectional research design also precludes causal inference and does not capture longitudinal changes in consumer behavior. Finally, reliance on self-administered questionnaires introduces the possibility of response bias or social desirability bias. Future research should consider incorporating additional variables such as consumer trust, brand image, and viral marketing as potential mediating or moderating factors. Comparative studies across e-commerce platforms (e.g., TikTok Shop, Shopee, Tokopedia, Lazada) would yield valuable insights into the relative effectiveness of digital promotional strategies. Longitudinal and experimental research designs, combined with behavioral data analysis, could further enhance the rigor and generalizability of findings in this domain.

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