

## **The Influence Of Emotional Marketing And Experiential Marketing On Purchasing Decisions In *E-commerce* tiktok shop (Case Study Of Uncip Students)**

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### **Abstract**

*This study aims to analyze the influence of Emotional Marketing and Experiential Marketing on consumer purchase decisions on the TikTok Shop e-commerce platform, with a case study on students of Cipasung University (UNCIP) Faculty of Economics and Business class of 2022. The research method used is quantitative descriptive with a verifiable approach. The sample amounted to 85 respondents who were selected using the purposive sampling technique based on the Slovin formula with an error rate of 10%. Data were collected through a five-point Likert scale questionnaire and analyzed using validity tests, reliability tests, classical assumption tests (normality, multicollinearity, heteroscedasticity, autocorrelation, and linearity), multiple linear regression analysis, t-test, F-test, and coefficient of determination ( $R^2$ ) with the help of SPSS version 26. The results showed that (1) Emotional Marketing had a positive and significant effect on purchase decisions ( $t = 2.074$ ;  $sig. = 0.041$ ); (2) Experiential Marketing has a positive and significant effect on purchase decisions ( $t = 6,953$ ;  $sig. = 0.000$ ); and (3) simultaneously, the two variables were able to explain 69.3% of the variation in purchasing decisions ( $R^2 = 0.693$ ;  $F = 92,452$ ;  $sig. = 0.000$ ). These findings indicate that emotion- and experiential-based marketing strategies are crucial factors in driving young consumers' purchasing decisions on social commerce platforms.*

**Keywords: Emotional Marketing, Experiential Marketing, Purchase Decisions, TikTok Shop, E-Commerce**

## INTRODUCTION

The development of digital technology in Indonesia is accelerating, so that all community activities are starting to shift to the digital ecosystem. One of the manifestations is the massive growth of e-commerce, including the presence of the TikTok Shop platform as a major player in Indonesia's social commerce landscape. According to e-commerce, it is a buying and selling activity that utilizes digital technology to enable electronic transactions, so that businesses can operate efficiently and reach a wider market. Stefani et al., (2025)

In 2023, the number of TikTok users in Indonesia will reach around 112 million, making Indonesia the country with the second most TikTok users in the world. Furthermore, based on a survey conducted by the Indonesian Internet Service Providers Association (APJII) in 2025, TikTok Shop occupies the second position as the most popular online marketplace in Indonesia with a percentage of 27.37%, which means that this platform is accessed by 1 in 2 internet users in Indonesia.- Stuart O'Neill (2024)

However, the results of a pre-survey conducted on Cipasung University (UNCIP) students as TikTok Shop e-commerce users show conditions that need to be studied further. The average value of the purchase decision variable was only 2.85 (on a scale of 1–5), which indicates that most students have not consistently made purchase decisions on TikTok Shop despite intensive exposure to advertising and promotional content. Meanwhile, an average Emotional Marketing score of 2.45 indicates a relatively low emotional connection between consumers and ads or brands on TikTok Shop. The average value of Experiential Marketing of 2.75 indicates that the shopping experience is in the neutral category, so it is not special enough to encourage strong purchasing decisions.

Emotional Marketing is defined as a marketing technique that companies use to build ongoing emotional relationships so that customers feel valued. On the other hand, Experiential Marketing is an approach that aims to encourage consumers to use a product enthusiastically through positive and memorable experiences that move their emotions. Both approaches are believed to influence purchasing decisions, which are the cognitive processes of consumers in evaluating and choosing between two or more available alternative actions. Tanri Meilani, (2023) Ramona & Yusnaldi, (2024) (Institute et al., 2019)

Based on this background, this study aims to analyze: (1) the influence of Emotional Marketing on purchase decisions at TikTok Shop e-commerce in UNCIP students, and (2) the influence of Experiential Marketing on purchase decisions at TikTok Shop e-commerce in UNCIP students. Theoretically, this research is expected to enrich scientific references in the field of digital marketing management, especially in the context of social commerce involving visual content, social interaction, and live streaming features as marketing stimulus.

## **THEORETICAL OVERVIEW**

### ***Emotional Marketing***

*Emotional marketing* is a technique that companies use to build ongoing relationships that make customers feel valued. This approach focuses on creating a resonance of feelings between brands and consumers. Operationally, this is reflected in how the interactive features on the TikTok Shop platform are managed to provide a quick and warm response to consumers, thus creating a sense of security and reward that directly drives purchase decisions.(Tantri Meloni, 2023)

The indicators of Emotional Marketing according to are: (1) trust that mobilizes consumers to feel emotionally attached to the brand; and (2) the efforts made by customers to obtain a product.Tanri Meilani, (2023)

### ***Experiential Marketing***

Experiential Marketing is a marketing approach that aims to encourage consumers to use a product passionately through positive and memorable experiences that appeal to their emotions. In a competitive digital environment, unique experiences are the main differentiating factor that is able to drive consumer enthusiasm. Operationally, this is reflected in how the interactive features in TikTok Shop—such as live streaming and creative visual content—are able to create a simulation of a real and enjoyable shopping experience.(Ramona & Yusnaldi, 2024)

The Experiential Marketing indicators according to it include five dimensions, namely: Sense, Feel, Think, Act, and Relate.Ramona & Yusnaldi, (2024)

### **Consumer Purchase Decision**

Purchasing decisions are an integrative process that combines knowledge to assess two or more alternative actions, leading to choices that are cognitively displayed as an impetus to act in choosing one of the available options . The indicators of purchase decisions include: (1) the selection of products or services; (2) brand selection; (3) punctuality of purchase; and (4) the selection of payment methods.(Institute et al., 2019)

### **State of the Art**

A review of previous research shows that most studies place Emotional Marketing and Experiential Marketing as variables that affect customer loyalty and purchase decisions. Research by and over again shows that both variables have a significant effect on customer loyalty. proving that Emotional Marketing has a significant effect on purchase decisions. Research has found that Experiential Marketing is the most dominant factor in purchasing

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decisions. Dumat et al., (2018) Aqmarina et al., (n.d.) Vandia Muhaimin & Kristina Sicily, (2023) Putri & Sudrajat, (2021)

The novelty of this study lies in the combination of two independent variables, Emotional Marketing and Experiential Marketing without intervening variables, with the analysis unit of UNCIP students as users of TikTok Shop, which is a content-based and live streaming social commerce platform. Based on these theoretical and empirical studies, the proposed research hypothesis is:

- H1: Emotional Marketing has a positive and significant effect on consumer purchase decisions in TikTok Shop e-commerce.
- H2: Experiential Marketing has a positive and significant effect on consumer purchase decisions in TikTok Shop e-commerce.

## METHODS

### Research Design

This study uses a quantitative method with a descriptive and verifiable approach. The descriptive approach aims to describe the variable conditions of Emotional Marketing, Experiential Marketing, and purchase decisions in TikTok Shop e-commerce. The verifiable approach is used to test the relationship and influence between variables through inferential statistical analysis.

### Study Settings and Populations

The population of this study consists of all students of Cipasung University, Faculty of Economics and Business (FEB) class of 2022. This population includes students who are active and have experience using e-commerce, especially TikTok Shop, in online shopping activities. The determination of the population is based on academic data of the faculty which shows the number of active students in that batch. This population is the focus of the study because they are active users of social media and digital platforms, making it more relevant in assessing the influence of *emotional marketing* and *experiential marketing* on purchasing decisions.

### Variable Operationalization

| Variable                 | Operational Definition                                                  | Indicator                       | Scale   |
|--------------------------|-------------------------------------------------------------------------|---------------------------------|---------|
| Emotional Marketing (X1) | Marketing techniques to build ongoing emotional relationships that make | 1. Emotional trust in the brand | Ordinal |

| Variable                    | Operational Definition                                                                                                                  | Indicator                                                                                       | Scale   |
|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|---------|
|                             | customers feel valued (Tantri Meloni, 2023)                                                                                             | 2. Efforts to get products                                                                      |         |
| Experiential Marketing (X2) | A marketing approach that encourages consumers to use the product through a positive and memorable experience (Ramona & Yusnaldi, 2024) | Sense, Feel, Think, Act, Relate                                                                 | Ordinal |
| Purchase Decision (Y)       | The process of evaluation and selection among the alternative actions that lead to the impulse to buy (Institute et al., 2019)          | 1. Selection<br>2. Product/service<br>3. Brand selection<br>4. Punctuality<br>5. Payment method | Ordinal |

Source: Data processed, 2026

## Population, Sample, and Sampling Techniques

The population in this study is 559 students of Cipasung Tasikmalaya University, Faculty of Economics and Business. The sample was determined using the purposive sampling technique with the following criteria: (1) at least 19 years old; (2) are students of the Faculty of Economics and Business UNCIP class of 2022; and (3) are active users of TikTok Shop. Based on the Slovin formula with an error rate (e) = 10%, a sample of 85 respondents was obtained.

## Data Collection Instruments and Techniques

The research instrument is in the form of a questionnaire which is compiled based on indicators from the three variables. The questionnaire uses a Likert scale with a value range of 1 (Strongly Disagree) to 5 (Strongly Agree). Data was collected directly from respondents through a closed-ended questionnaire.

## Data Analysis Techniques

Data analysis was carried out using IBM SPSS version 26 and included: (1) validity test with Pearson Product Moment correlation ( $r_{count} > r_{table}$  at sig. 0.05); (2) reliability test with Cronbach's Alpha ( $> 0.60$ ); (3) classical assumption tests consisting of normality

tests (Kolmogorov-Smirnov), multicollinearity ( $VIF < 10$ ), heteroscedasticity (Glejser), autocorrelation (Durbin-Watson), and linearity; (4) multiple linear regression analysis; (5) t-test (partial); (6) F-test (simultaneous); and (7) determination coefficient ( $R^2$ ).

## RESULTS AND DISCUSSION

### Respondent Characteristics

The subject of the study is a student of Cipasung University, Faculty of Economics and Business, class of 2022, who uses the TikTok Shop e-commerce. Based on demographic data, the majority of respondents were male (54.1%;  $n = 46$ ), while women were 45.9% ( $n = 39$ ). The total number of respondents who were successfully collected was 85 people according to the sample target.

### Validity Test

The validity test was carried out using the Pearson correlation method with a significance level of 0.05. The instrument is declared valid if the value  $r$  is calculated  $> r$  of the table (1.989). The test results show that all statements on the three variables are declared valid, as presented in Table 2.

**Table 2. Results of the Validity Test of Research Variables**

| Variable                    | Item | R Count | R Table | Remarks |
|-----------------------------|------|---------|---------|---------|
| Emotional Marketing (X1)    | X1.1 | 0,722   | 1,989   | Valid   |
|                             | X1.2 | 0,819   | 1,989   | Valid   |
|                             | X1.3 | 0,708   | 1,989   | Valid   |
|                             | X1.4 | 0,720   | 1,989   | Valid   |
| Experiential Marketing (X2) | X2.1 | 0,743   | 1,989   | Valid   |
|                             | X2.2 | 0,713   | 1,989   | Valid   |
|                             | X2.3 | 0,520   | 1,989   | Valid   |
|                             | X2.4 | 0,609   | 1,989   | Valid   |
|                             | X2.5 | 0,699   | 1,989   | Valid   |

| Variable              | Item  | R Count | R Table | Remarks |
|-----------------------|-------|---------|---------|---------|
|                       | X2.6  | 0,706   | 1,989   | Valid   |
|                       | X2.7  | 0,602   | 1,989   | Valid   |
|                       | X2.8  | 0,607   | 1,989   | Valid   |
|                       | X2.9  | 0,710   | 1,989   | Valid   |
|                       | X2.10 | 0,715   | 1,989   | Valid   |
| Purchase Decision (Y) | Y.1   | 0,770   | 1,989   | Valid   |
|                       | Y.2   | 0,639   | 1,989   | Valid   |
|                       | Y.3   | 0,646   | 1,989   | Valid   |
|                       | Y.4   | 0,730   | 1,989   | Valid   |
|                       | Y.5   | 0,688   | 1,989   | Valid   |
|                       | Y.6   | 0,670   | 1,989   | Valid   |
|                       | Y.7   | 0,704   | 1,989   | Valid   |
|                       | Y.8   | 0,714   | 1,989   | Valid   |

Source: Data processed with SPSS 26 (2026)

## Reliability Test

The reliability test used Cronbach's Alpha with a > value criterion of 0.60. The results are presented in Table 3.

**Table 3. Reliability Test Results**

| Yes | Variable                    | Cronbach's Alpha | Criteria | Remarks  |
|-----|-----------------------------|------------------|----------|----------|
| 1   | Emotional Marketing (X1)    | 0,796            | > 0.60   | Reliable |
| 2   | Experiential Marketing (X2) | 0,763            | > 0.60   | Reliable |
| 3   | Purchase Decision (Y)       | 0,771            | > 0.60   | Reliable |

Source: Data processed with SPSS 26 (2026)

All variables had a Cronbach's Alpha value above 0.60, so the research instrument was declared reliable and consistent to use.

### Classic Assumption Test

Classical assumption tests are performed to ensure the feasibility of the regression model used. The results of the normality test using the Kolmogorov-Smirnov method showed an Asymp value. Sig. (2-tailed) is  $0.200 > 0.05$ , so that the residual data is normally distributed. The results of the multicollinearity test showed a tolerance value of 0.404 and VIF of 2.477 for both independent variables, so that there were no symptoms of multicollinearity. The heteroscedasticity test using the Glejser method produced significance values  $X1 = 0.817$  and  $X2 = 0.885$  (both  $> 0.05$ ), so that the model is heteroscedasticity-free. The autocorrelation test uses a Durbin-Watson value of 1.955 (between -2 and +2), which indicates no autocorrelation. The linearity test shows that the values of Deviation from Linearity  $X1 = 0.865$  and  $X2 = 0.701$  (both  $> 0.05$ ), so that the relationship between variables is linear.

### Multiple Linear Regression Analysis

Multiple linear regression analysis was performed to determine the influence of Emotional Marketing (X1) and Experiential Marketing (X2) on purchasing decisions (Y). The results of the analysis are presented in Table 4.

**Table 4. Multiple Linear Regression Analysis Results**

| Models                      | B        | Std. Error | Beta  | t     | Sig.  |
|-----------------------------|----------|------------|-------|-------|-------|
| (Constant)                  | 3629,103 | 1354,937   |       | 2,678 | 0,009 |
| Emotional Marketing (X1)    | 0,279    | 0,135      | 0,199 | 2,074 | 0,041 |
| Experiential Marketing (X2) | 0,557    | 0,080      | 0,669 | 6,953 | 0,000 |

Source: Data processed with SPSS 26 (2026)

Based on the table above, the multiple linear regression equations obtained are:

$$Y = 3629.103 + 0.279X_1 + 0.557X_2 + e$$

A constant value of 3629.103 indicates that without the influence of Emotional Marketing and Experiential Marketing, the purchase decision is worth 3629.103. The Emotional Marketing regression coefficient of 0.279 indicates that every one-unit increase in the variable will increase the purchase decision by 0.279, assuming the other variables

are constant. The regression coefficient of Experiential Marketing of 0.557 indicates a greater influence, where every one unit increase will increase a purchase decision by 0.557.

## Coefficient of Determination Test ( $R^2$ )

**Table 5. Determination Coefficient ( $R^2$ ) Test Results**

| Models | R     | R Square | Adjusted R Square | Std. Error of Estimate | Durbin-Watson |
|--------|-------|----------|-------------------|------------------------|---------------|
| 1      | 0,832 | 0,693    | 0,685             | 2927,388               | 1,940         |

Source: Data processed with SPSS 26 (2026)

An R value of 0.832 indicates a strong relationship between independent and dependent variables. The R Square value of 0.693 indicates that Emotional Marketing and Experiential Marketing are simultaneously able to explain 69.3% of the variation in purchasing decisions, while the remaining 30.7% are influenced by other factors outside the model.

## Model Feasibility Test (F Test)

**Table 6. F Test Results (Model Feasibility)**

| Models     | Sum of Squares | df | Mean Square   | F Calculate | Sig.  |
|------------|----------------|----|---------------|-------------|-------|
| Regression | 1584560821,248 | 2  | 792280410,624 | 92,452      | 0,000 |
| Residual   | 702707124,564  | 82 | 8569599,080   |             |       |
| Total      | 2287267945,812 | 84 |               |             |       |

Source: Data processed with SPSS 26 (2026)

The results of the F test showed an F value of 92.452 ( $> F_{table} = 3.11$ ) with a significance value of 0.000 ( $< 0.05$ ). This means that Emotional Marketing and Experiential Marketing simultaneously have a significant effect on purchasing decisions, and this research model is declared feasible.

**Partial Significance Test (t-test)****Table 7. T Test Results (Model Feasibility)**

| Models                      | B        | Std. Error | Beta  | t     | Sig.  |
|-----------------------------|----------|------------|-------|-------|-------|
| (Constant)                  | 3629,103 | 1354,937   |       | 2,678 | 0,009 |
| Emotional Marketing (X1)    | 0,279    | 0,135      | 0,199 | 2,074 | 0,041 |
| Experiential Marketing (X2) | 0,557    | 0,080      | 0,669 | 6,953 | 0,000 |

Source: Data processed with SPSS 26 (2026)

Based on Table 7, the Emotional Marketing variable has a t-value of 2.074 with a significance of 0.041 ( $< 0.05$ ), so that H1 is accepted by Emotional Marketing has a positive and significant effect on purchasing decisions. The Experiential Marketing variable has a t-value of 6.953 with a significance of 0.000 ( $< 0.05$ ), so that H2 received by Experiential Marketing has a positive and significant effect on purchasing decisions.

**CONCLUSION**

Based on the results of research and data analysis, it can be concluded that: (1) Emotional Marketing has a positive and significant effect on purchase decisions at TikTok Shop e-commerce among UNCIP students ( $t = 2.074$ ; sig. = 0.041); and (2) Experiential Marketing has a positive and significant effect on purchasing decisions ( $t = 6,953$ ; sig. = 0.000). Simultaneously, both variables were able to explain 69.3% of the variation in purchasing decisions ( $R^2 = 0.693$ ;  $F = 92,452$ ; sig. = 0.000).

These findings prove that marketing strategies that integrate an emotional approach and an interactive shopping experience are crucial factors in driving young consumers' purchasing decisions on social commerce platforms. For business actors on TikTok Shop, this result emphasizes the importance of building content that touches consumer emotions while presenting a memorable shopping experience through live streaming features and two-way interaction.

**Implications**

Theoretically, this study confirms the relevance of the theory of Emotional Marketing and Experiential Marketing in the context of social commerce. Practically, business actors on TikTok Shop are advised to consistently implement marketing strategies based on emotions and experiences to improve consumer purchasing decisions.

### Limitations and Suggestions

This study has several limitations, including: (1) the sample is limited to UNCIP students of the class of 2022, so the generalization of the results still needs to be studied further; (2) the cross-sectional approach only describes the conditions at one specific time; and (3) perception-based data collection through questionnaires has the potential to cause subjective bias. For further research, it is recommended to expand the scope of the population, using longitudinal methods, and adding moderation or mediation variables such as consumer trust, brand image, or customer satisfaction.

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