

Exploring Consumer Experience In Utilizing Tiktok Shop Vouchers On Food And Beverage Products Purchases

Santi Maisaroh¹, Faiqoh Nurul Fitriah², Millatul Jazilah³, Zeni Dharmawan⁴, M. Shohib Al Mirbad⁵, Nunuk Indarti⁶

^{1,2,3,4,5,6} Universitas PGRI Wiranegara

Abstract

This study aims to explore the impact of using vouchers on TikTok Shop toward consumer purchasing decisions for food and beverage products. The increasing trend of TikTok Shop as a digital marketing platform encourages business owners to utilize promotional vouchers to attract consumer interest. The research method used in this study is quantitative with a descriptive approach. Data collection was carried out by distributing questionnaires to consumers who had purchased food and beverage products through TikTok Shop. The sampling technique used was purposive sampling with criteria including active TikTok Shop users who had used vouchers while shopping. Data analysis included validity testing, reliability testing, and simple linear regression analysis to determine the effect of TikTok Shop vouchers on purchasing decisions. The results of this study indicate that TikTok Shop vouchers have a positive and significant influence on consumer purchasing decisions. The greater the benefits obtained from vouchers, such as discounts, free shipping, and cashback, the higher the tendency of consumers to purchase food and beverage products through TikTok Shop.

Keywords: TikTok Shop vouchers, purchase decisions, consumers, food and beverage products

INTRODUCTION

The rapid development of digital technology has transformed various activities in society, including the way people fulfill their needs through shopping. The internet makes it easier for consumers to obtain information, search for necessary items, compare various options, and make purchases without having to physically visit a store. This transformation has given rise to various digital commerce platforms that provide easier

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and more efficient transaction methods. One platform currently widely used by the public is TikTok Shop, a digital commerce service integrated with social networks, allowing users to enjoy content and make purchases within a single application (Ramadhan & Hilwa, 2024).

TikTok Shop's increasing popularity is due to its ability to provide a shopping experience unlike any other platform. With various features, such as short videos and live broadcasts, consumers can see products more clearly, receive information directly from sellers, and learn about other users' experiences before deciding to purchase. These features make TikTok Shop an effective marketing medium for introducing products to potential buyers, particularly for food and beverage products, which are often promoted through creative content on social media (Ramadhan & Hilwa, 2024).

To attract consumer attention, both sellers and digital platforms frequently offer various types of promotions. One widely used type of promotion is shopping vouchers. These vouchers provide added value to consumers because they can be used to obtain discounts, reduce shipping costs, or provide other incentives. The availability of vouchers is often a significant factor in purchasing decisions because they can reduce the amount of money buyers have to pay. Therefore, vouchers not only function as a promotional tool but can also influence how consumers consider purchases (Ramadhan & Hilwa, 2024).

The food and beverage product category is one that attracts significant interest in transactions on TikTok Shop. Various promotions displayed through videos and live broadcasts often entice consumers to try the products offered. In addition to need, the decision to purchase these products can also be influenced by the additional benefits gained from using vouchers. Many consumers use vouchers as a reason to buy a product because they perceive they are getting a more affordable price than the regular price.

Several previous studies have examined various factors related to consumer purchasing decisions on digital platforms. However, many studies have focused more on price, promotions, product quality, or other digital marketing activities. Meanwhile, research specifically examining consumers' views and use of vouchers when purchasing food and beverage products on TikTok Shop is still relatively rare. In fact, understanding consumer experiences using vouchers can provide deeper insights into purchasing behavior in the digital world.

Against this backdrop, this study aims to explore the role of TikTok Shop vouchers in consumer purchasing decisions for food and beverage products. Qualitative methods were employed to allow researchers to more comprehensively explore consumers' experiences, perspectives, and considerations when using vouchers while shopping. This

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research is expected to provide a more comprehensive understanding of how consumers use vouchers and how they become part of the purchasing decision process.

The research question is how TikTok Shop vouchers influence consumer purchasing decisions for food and beverage products. The purpose of this study is to describe consumers' experiences using TikTok Shop vouchers and to understand the meaning and factors influencing their decisions to purchase food and beverage products through this platform. It is hoped that the results of this study can serve as additional references in digital marketing studies and provide suggestions for businesses in designing promotional strategies that better align with current consumer needs and behaviors (Ramadhan & Hilwa, 2024).

Objectives

Negotiation skills have numerous benefits

1. Analyze the use of TikTok as a means of environmental cleanliness campaign conducted by the Pandawara Group.

Description: This objective focuses on understanding how TikTok is used as a digital communication tool to disseminate information and encourage the public to maintain a clean environment.

2. Investigate the significance of digital communication strategies in increasing public awareness of environmental issues.

Description: This study aims to determine the influence of communication strategies implemented through social media on public awareness and attitudes toward environmental cleanliness challenges.

3. Explore elements that contribute to the success of environmental campaigns through social platforms.

Description: The focus of this objective is to identify factors that make campaign content more engaging, communicative, and able to attract broad public attention.

4. Examine aspects that influence the effectiveness of environmental cleanliness campaigns on the TikTok platform.

Description: This objective seeks to understand the various supporting factors and obstacles that impact the successful delivery of environmental campaign messages in the digital realm.

5. Describe the impact of the Pandawara Group's digital campaign on public participation in maintaining a clean environment.

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Description: This study aims to evaluate how the campaign implemented by the Pandawara Group can encourage people to be more active in paying attention to and preserving the environment around them.

DISCUSSION

Findings

The purpose of this study is to examine how product pricing, promotions, reviews, and payment options influence customer purchasing choices on the TikTok Shop platform. The findings are based on observations, documentation, and analysis of previous research on consumer behavior when using digital marketplaces.

According to the research findings, TikTok Shop is one of the fastest-growing social commerce platforms in Indonesia. The various features offered by TikTok Shop, such as short videos, live broadcasts, discount coupons, free shipping promotions, and a user-friendly digital transaction system, are factors in the high public interest in using it (Fauzi & Sijabat, 2023).

According to the study, one of the factors influencing customer purchasing decisions is product price. Typically, customers consider whether the price is reasonable and whether the product quality matches the price before making a purchase. According to (Fauzi & Sijabat, 2023), product price has a substantial and beneficial impact on consumer purchasing choices on TikTok Shop in Magelang City. The results showed that the closer a product's price is to its benefits, the more likely consumers are to purchase it.

Promotional activities, in addition to price, are important factors influencing consumer purchasing decisions. Discounts, cashback, free shipping, and live streaming ads are among the promotional strategies used by TikTok Shop. Research findings indicate that promotions are considered effective in attracting consumers because they offer additional benefits when purchasing. According to (Fauzi & Sijabat, 2023), marketing has a positive impact on consumer purchasing choices on TikTok Shop.

Furthermore, this study shows that product reviews are a key factor in consumers' decision-making process before making an online purchase. Customers typically check ratings, reviews, photos, and video reviews left by previous buyers to determine the quality of the items they intend to purchase. According to (Ilmiyah and Krishernawan, 2020), product reviews influence online purchasing choices because customers are more likely to trust items that receive positive reviews from other users.



Furthermore, consumer purchasing choices are influenced by payment methods. TikTok Shop offers a variety of payment options, including credit cards, e-wallets, bank transfers, and cash on delivery (COD). Customers feel more comfortable making transactions due to the easy and secure payment mechanisms. According to Marpaung and Lubis (2022), digital payment methods have a beneficial impact on consumer purchasing choices in online marketplaces.

How Promotions Influence Purchase Choices

On TikTok Shop, marketing is a crucial factor in influencing customer purchasing decisions. Various engaging promotional strategies can draw customers' attention to the items offered, sparking their interest in making a purchase. On the TikTok Shop platform, advertising often occurs through live broadcasts, discount vouchers, cashback offers, free shipping, and short, innovative video content designed to capture users' attention.

The notion that promotions are marketing communication activities aimed at influencing consumer behavior to persuade them to purchase a product is supported by the findings of Hastuti and Anasrulloh (2020). The more attractive and profitable the offer, the more likely consumers are to make a purchase.

The live broadcast feature on TikTok Shop is considered quite effective for advertising because it allows customers to see the product's condition in real time and obtain specific information from the seller. Furthermore, the use of influencers and content creators is crucial for increasing a product's appeal. Recommendations made by public figures and content producers that consumers regularly follow on social media are more likely to be trusted.

Furthermore, advertising can encourage impulse buying. Discounts or special offers that appear lucrative can persuade consumers who previously had no intention of purchasing to do so. Thus, advertising tactics are one of the main ways to increase product sales in digital marketplaces, particularly TikTok Shop.

How Product Reviews Influence Purchasing Decisions

In TikTok Shop, one factor influencing consumer purchasing choices is product reviews. Customers typically check ratings, reviews, images, and video reviews submitted by previous customers before making a purchase. This data helps consumers gain insight into the condition and quality of the items they intend to purchase.

The results of this study are consistent with the work of (Ilmiyah and Krishernawan, 2020), which found that product reviews have an impact on online purchasing decisions.

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CONCLUSION

Based on the analysis and discussion conducted, it can be concluded that vouchers on TikTok Shop play a significant role in consumer purchasing decisions for food and beverage products. Vouchers provide economic benefits to consumers by helping them reduce spending while shopping. Furthermore, vouchers can also attract consumer interest in certain products, thus encouraging them to make a purchase. This finding aligns with research showing that free shipping programs and various other promotions on TikTok Shop are considerations for consumers before making a purchase decision (Chandra & Janamarta, 2025).

This study also found that vouchers are not only seen as a way to obtain lower prices but also serve as a factor that strengthens consumer confidence in choosing a particular product. Consumers feel more at a greater advantage when vouchers are available to use during transactions. This situation suggests that promotional strategies using vouchers can provide added value that is immediately perceived by consumers. This finding aligns with research by (Rifaid, Wati, Fitri, Sasbila, Imamsyah, 2025), which explains that free shipping promotions can encourage consumer purchasing decisions on the TikTok Shop platform.

The strength of this study lies in its ability to more deeply describe consumers' experiences and perspectives regarding the use of vouchers for purchasing food and beverage products. Using a qualitative approach, this study not only explains the final outcome, namely purchasing decisions, but also explores the various considerations that influence these decisions. However, this study has limitations due to the limited number of informants and the focus on TikTok Shop users, so the results obtained cannot encompass all consumer characteristics on other digital platforms.

For future research, it is recommended that studies on vouchers on digital platforms be conducted involving a larger number of informants and covering different product categories. Furthermore, future research could examine other factors related to purchasing decisions, such as the influence of live streaming, customer reviews, influencers, and other promotional programs. This way, a more comprehensive and detailed understanding of consumer behavior in digital transactions can be obtained (Chandra and Janamarta, 2025; Rifaid et al., 2025).

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