

Analysis of the Influence of Price, Customer Involvement, and Service Quality on Purchase Decisions for Preloved Products on Live Streaming TikTok Shop

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Abstract—This study aims to analyze the effects of price, customer engagement, and service quality on purchasing decisions for preloved products through TikTok Shop live streaming in Solo Raya. A quantitative research approach with an explanatory perspective was employed. The sampling technique used was non-probability sampling with purposive sampling. Data were collected via an online Likert-based questionnaire distributed through Google Forms and analyzed using Smart PLS statistical software to examine the relationships between variables. The results reveal that price and service quality positively and significantly influence purchasing decisions for preloved products in TikTok Shop live streaming in Solo Raya. However, customer engagement does not have a significant positive effect on purchasing decisions. These findings highlight the importance of competitive pricing strategies and enhanced service quality to attract buyers, while customer engagement requires further exploration for deeper ins.

Keywords—Price, Customer Engagement, Service Quality, Purchasing Decisions.

I. INTRODUCTION

A number of businessmen do some marketing to offer their products extensively and completely. Attracting more customers and maximizing profits from sales. Currently, considering the speed of technological developments, many business actors choose to market their products online through various media platforms available. Online marketing strategies have a significant impact on the increase in sales, as seen from high public interest in shopping online. Shopping online provides ease in the ordering process until settlement of transactions without any limitations on time and location. Online marketing that success cannot be separated from the use of media, which provides various platforms and features so that business actors can choose the media for the most efficient promotion. With the existence of online marketing media, entrepreneurs have the opportunity to interact directly with consumers virtually, even though they are not in the same physical location.

Marketplace becomes one of the platforms that facilitates buying and selling transactions of products or services online. Many companies are now marketing their products through marketplaces and e-commerce to reach a wider range of potential consumers [1]. One of the strategies that is used is through the live streaming feature, which is available on various

social media platforms and marketplaces, including TikTok Shop. Based on a survey conducted by the business Ninja Van e-logistics in November 2022 against 316 Indonesian retailers, it was found that approximately 27.5% of participants used TikTok as a platform for activities in online shopping. Business actors take advantage of the live broadcast feature on TikTok Shop to showcase various products, including preloved items such as used clothes that still have good quality and are worth using. Through live streaming, customers can rate the product directly from their mobile screens, starting from price, quality, and service given, to then decide whether to make a purchase.

A number of studies have shown that various factors, including price products, influence consumer decisions to buy. Price is often a factor, the main consideration for customers to determine the correspondence between the values provided with product quality that is offered. According to [2] to buy an item, a person must pay a certain amount of money to get the product. In addition, involved customers too play an important role, especially through reviews or testimonials that provide a real picture regarding product quality and its shortcomings [3]. The review helps potential consumers make wiser decisions and assess whether the products they are interested in match their needs and expectations. On the other hand, the quality of service provided by the seller and the TikTok Shop platform also becomes important elements. Evaluation of the quality of good service can improve purchasing decisions, especially if the results of the evaluation gave a positive impression [4].

II. LITERATURE REVIEW AND RESERCH HYPOTHESES

A. Purchase Decision

Consumers go through a number of steps to make a purchasing decision, starting with identifying their problem, gathering information about a particular product or brand, and discussing how well each option can solve the problem. From there, the decision is made through a series of steps. According to Kotler and Armstrong (2018), unexpected things happen and affect what people buy. Consumers can use estimates of the costs, revenues, and benefits of a product when deciding whether to buy it. According to Sudaryono (2014), choosing one option from a range of two or more is what constitutes a purchasing decision. In other words, everyone who faces a problem must be able to choose one solution from a variety of

options. When given two options, to buy or not to buy, a person is in a position to make a decision and ultimately chooses to buy [4].

According to Thompson & Peteraf (2016) in research [5] there are 4 indicators in purchasing decisions, namely: (1) Based on needs, because the items needed are easy to find and the products offered are in accordance with needs, customers will buy them. (2) Offering benefits makes customers feel that the items they purchase are very useful and meaningful. (3) Accuracy of product purchase Product prices are determined by quality and customer preferences. (4) Repeat purchases are known as a condition when consumers feel satisfied with previous purchases and intend to make more purchases in the future.

B. Price

According to P. Kotler & Armstrong (2008), price can be determined as the amount of money paid for a product or service or as the value exchanged by consumers to gain benefits from owning or using a product or service. There are four price indicators, namely: price competitiveness, price affordability, price suitability with benefits, and price suitability with product quality [5]. Therefore, price is the main consideration when choosing a good or service in a manner or condition that has been agreed upon by both parties between the seller and the buyer.

While some believe that the value of a product is more than its quantity, it is important to remember that everyone has a unique perspective on price because customers have a strong intention to buy when the product they want is on sale, so price changes can impact their purchasing decisions. Likewise, live streaming allows product sales to occur because, typically, prices during broadcasts are lower, thus influencing consumer decisions. [5] the existence of price indicators according to P. Kotler & Armstrong (2005) is as follows: (1) Price Elasticity, the extent to which a price change has affected demand. If demand barely changes in response to a small change in price, then demand is considered inelastic. Demand is said to be elastic if suppliers tend to raise prices when demand fluctuates significantly. Sellers tend to raise prices when demand is less elastic. (2) Selling Price Determination, pricing choices should be buyer-focused, as should other marketing mix choices. Knowing how highly customers value a product's merits and setting a price that reflects this value is a key component of buyer-oriented pricing. (3) Price Elasticity, the extent to which a price change has affected demand. If demand barely changes in response to a small change in price, then demand is considered inelastic. Demand is said to be elastic if suppliers tend to raise prices when demand fluctuates significantly. Sellers tend to raise prices when demand is less elastic. (4) Price Growth, competitors Competitors' prices and their likely responses to a company's pricing activities are additional elements that influence a company's pricing decisions. Consumers' decisions to purchase a product are usually influenced by their assessments of the costs and values of comparable goods.

C. Customer Engagement

Customer engagement is a behavioral and psychological marketing strategy that is implemented offline, face-to-face, and online through social media. This is achieved through the engagement, communication, and reactive relationships that producers and companies have with their customers through various media. The customer engagement process involves sharing, learning, co-development, advocacy, and socialization within a brand's online community. This process begins with a consumer request for information about a product, service, or business that requires an engaging experiential relationship. Along with a number of other effects, such as increased customer loyalty, satisfaction, empowerment, trust, and dedication, this technique can also lead to increased virtual co-creation [6]. According to Brodie et al. (2011:16), customers develop an emotional bond with the company, which leads to the consumer engagement process. It will be beneficial for the business if consumers have a positive opinion about its products [6].

According to The Marketing Science Institute, customer engagement, which arises from individual consumer motivations such as word-of-mouth promotion, consumer interactions, posting product information on websites, and making reviews and recommendations, is how customers behave towards a company's brand when they are not making a purchase. Outside of sales, there is an activity called consumer engagement. It can also be seen as an indication of brand-related or company-focused consumer behavior, where companies encourage customers to make additional purchases because of their interest in the brand, according to Van Doorn et al [7].

D. Service Quality

There are several different definitions for the term quality, ranging from traditional to strategic. Conventional definitions of quality usually focus on the performance, announcement, usability, appearance, and so on of a product. However, quality is defined as anything that can meet customer demands or desires in a strategic definition [8].

According to Kotler and Armstrong (2008), one of the main positioning techniques used by marketers is product quality, which is a characteristic of a good or service that affects how well the good or service can openly meet customer desires [8]. According to Zeithaml et al. (1990) in [8] ten categories of service quality were derived from the results of American focus groups and were further reduced to five dimensions, namely: (1) Tangible (physical evidence), which includes the appearance of physical facilities, equipment, staff, and completeness of communication. (2) Reliability, namely to provide services in the right way. (3) Responsiveness, namely the willingness to help clients and offer prompt service, is known as responsiveness. (4) Assurance, which refers to the expertise, empathy, and capacity of staff members to demonstrate trust and dependability. (5) Empathy, which involves giving extra consideration to each client.

E. The Influence of Price on Purchasing Decisions

Price is the amount of value paid by consumers to obtain certain goods or services. Price plays an important role in providing value to customers and shaping their perceptions and

decisions to purchase a product. According to Duman and Mattila (2005) in [9] determined that an important factor influencing perceived service value is price. As a result, a lower price for a given quality within an acceptable price range results in higher perceived value and, as a result, more purchases. In a study conducted by [10] and [11], the results showed that there was a positive and significant influence between price and purchasing decisions. Strengthened by the research above, the hypothesis in this study can be formulated as follows:

H₁: there is a positive and significant influence of price on purchasing decisions for a preloved product on the live streaming TikTok shop in Solo Raya

F. The Influence of Customer Indolent on Purchasing Decisions

Customer engagement refers to the interaction of customer value with a company's product, brand, or service. According to Neshat Choubtarash and Omid in [12], customer involvement in purchasing decisions includes search information, purchase intention drivers, trust factors, and the amount of time needed to make a decision. A stable view of the product or brand chosen by consumers will result from customer involvement in the purchasing decision-making process. Based on the results of research by [13], there is a positive and significant influence between customer involvement and purchasing decisions. In addition, research conducted by [7] shows that there is a positive and significant influence between customer involvement and purchasing decisions. Strengthened by the research above, the hypothesis in this study can be formulated as follows:

H₂: There is a positive and significant influence of customer involvement on purchasing decisions on a preloved product in the TikTok shop live streaming in Solo Raya.

G. The Influence of Service Quality on Purchasing Decisions

According to [14] of excellence or consumer expectations in fulfilling their desires. If the company provides the best service, such as a quick response to consumer complaints according to their expectations, then consumers will be satisfied with the services or services provided. This makes consumers tend to choose the company as a place to make purchasing decisions. Research conducted by [15] and [16], with results showing that there is a positive and significant influence between service quality and purchasing decisions. This is also supported by research conducted by [17], which shows that there is a positive and significant influence between service quality and purchasing decisions. Strengthened by the research above, the hypothesis in this study can be formulated as follows:

H₃: There is a positive and significant influence of service quality on purchasing decisions for a preloved product in the TikTok shop live streaming in Solo Raya Raya

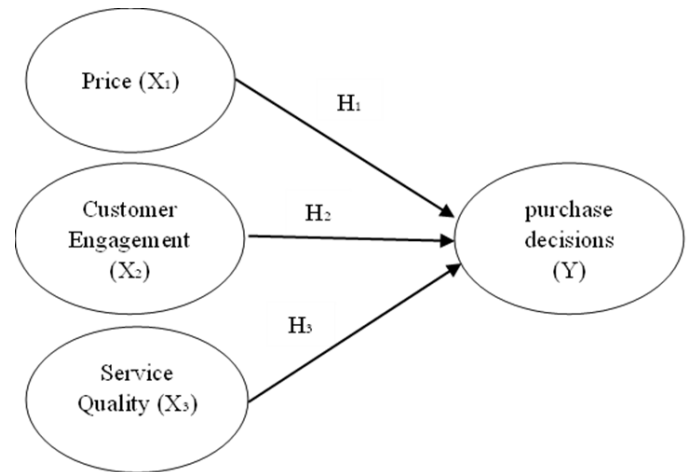


Fig. 1. Theoretical model

III. RESEARCH METHODOLOGY

This research is an organized and methodical effort to find solutions to problems related to specific phenomena that have been identified by researchers. The form of research conducted is research that explains the relationship between variables X and Y or quantitative methods with an explanatory perspective. According to Umar, explanatory research is research that seeks to examine the relationship between variables or how one variable affects another variable is known as explanatory research [18]. The population in this study is customers who buy preloved products, especially on TikTok Shop live streaming. The sampling technique in this study uses non-probability through purposive sampling techniques. According to Sugiyono (2015), non-probability sampling is as follows: "A technique that does not provide equal opportunities or chances for each element or member of the population to be selected as a sample." Using the purposive sampling technique is because not all samples have the criteria according to those

The use of primary data is carried out in this study and is obtained by giving questions to respondents through intermediaries and asking them to fill them in via Google Form. determined by the author [19]. The questionnaire is used as a data collection technique and "Likert Scale" to measure the answers from respondents. The data that has been collected is then processed using Microsoft Excel software and Smart Partial Least Square (SmartPLS) software for data analysis. According to Asbari et al., partial least squares is a statistical software with the aim of evaluating the relationship between variables, both between latent variables and with indicator variables [20].

IV. RESULTS AND DISCUSSION

A. Respondent Data Description

Respondent data description is a characteristic of the respondent or background. A description of the respondent's background. Each respondent has different characteristics and characters, resulting in various perceptions. This study was conducted on the entire Solo Raya community in Central Java, with 135 respondents used in this study. Data collection was carried out offline and online using the Google Form questionnaire media. Sampling used non-probability sampling

with purposive sampling. The respondent criteria are people who have purchased preloved products at least once. Data collection was obtained through distributing questionnaires using a Likert scale.

Respondent descriptions are useful for identifying respondents' gender, age, and purchase amount, among other attributes. Based on the results of the distributed responses, the respondents' place of residence is determined. A detailed breakdown of the respondents' distribution is shown below :

TABLE 1. Respondent Characteristics Based on Gender

Gender	Frequency (Respondent)	Percentage %
Man	19	14
Woman	116	86
Total	135	100

Source: SmartPLS 3.0 Output

From table 1 above, it can be seen that the gender of the respondents can be grouped into two types, namely male and female with female respondents being more dominant. Of the respondents used as samples for this study, 116 respondents with a percentage of 86% were female and 19 respondents with a percentage of 14% were male.

TABLE 2. Respondent Characteristics Based on Age

Age Range (Years)	Frequency (Respondent)	Percentage %
16-20	38	29
21-25	94	69
26-30	3	2
>31	0	0
Total	135	100

Source: SmartPLS 3.0 Output

From table 2 above, it can be seen that as many as 38 respondents with a percentage of 29% have an age range of 16-20 years, as many as 94 respondents with a percentage of 69% have an age range of 21-23 years, as many as 3 respondents with a percentage of 2% have an age range of 26-30 and there are no respondents aged >31.

TABLE 3. Respondent Characteristics Based on Number of Product Purchases

Purchases amount	Frequency (Respondent)	Percentage %
0-3	80	59
4-6	42	32
7-9	7	5
>10	6	4
Total	135	100

Source: SmartPLS 3.0 Output

From table 3 above, it can be seen the frequency of purchasing preloved products from a total of 135 respondents. A total of 80 respondents with a percentage of 59% bought preloved products 0-3 times, a total of 42 respondents with a percentage of 32% bought preloved products 4-6 times, a total of 7 respondents with a percentage of 5% bought preloved products 7-9 times, and a total of 6 respondents with a percentage of 4% bought preloved products >10 times. This study is dominated by respondents who have a number of purchases of 0-3 times, namely 80 people with a percentage of 59%.

B. Data Analysis

Based on the research method, the results of the data analysis are as follows :

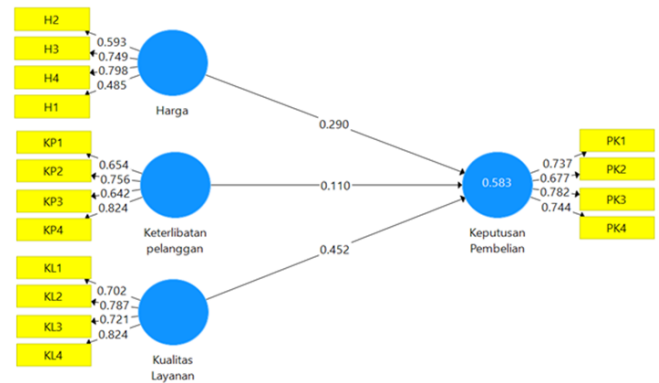


Fig 2. Outer Model Schematic Before Elimination

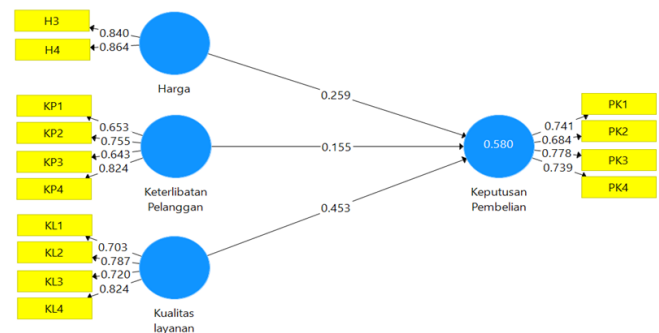


Fig 3. Outer Model Schematic After Elimination

Validity tests (convergent and discriminant validity), reliability tests, and multicollinearity tests were used to evaluate this model.

TABLE 4. Outer Loading Results

Item	Price	Purchase decisions	Customer Engagement	Service Quality
H3	0.840			
H4	0.864			
KL1				0.703
KL2				0.787
KL3				0.720
KL4				0.824
KP1			0.653	
KP2			0.755	
KP3			0.643	
KP4			0.824	
PK1		0.741		
PK2		0.684		
PK3		0.778		
PK4		0.739		

Source: SmartPLS 3.0 Output

Convergent validity is tested using an outer loading value greater than 0.7. However, Chin (1998) stated that a loading value of 0.50 to 0.60 is considered sufficient for preliminary studies in developing a measurement scale [21]. Then outer loading in table 4 is declared valid.

TABLE 5. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Price	0.726
Customer Engagement	0.522
Service Quality	0.578
Purchase Decision	0.542

Source: SmartPLS 3.0 Output

In order to be assessed using Average Variance Extracted (AVE), construct validity must have a standard value greater than 0.5. It can be seen from the test results in table 4.5 above that the value of each variable shows AVE > 0.5 with the following specifications: Price of 0.726, Customer Involvement 0.522, Service Quality 0.578, and Purchase Decision 0.542. So, it can be concluded that each variable of this study can be said to be valid or well distributed in discriminant validity.

TABLE 6. Composite Reliability

Variable	Composite Reliability	Description
Price	0.726	VALID
Customer Engagement	0.522	VALID
Service Quality	0.578	VALID
Purchase Decision	0.542	VALID

Source: SmartPLS 3.0 Output

Composite Reliability value of a variable is ≥ 0.7 , then the variable is said to be dependent [22]. Based on table 6 above, the value of composite reliability for each variable is Price 0.841, Customer Involvement 0.812, Service Quality 0.845, Purchase Decision 0.825. So it can be concluded that each variable of this study is reliable or well distributed.

TABLE 7. Variance Inflation Factor (VIF)

Variable	Price	Buying decision	Customer Engagement	Quality of Service
Price	-	1,808	-	-
Customer Engagement	-	2,028	-	-
Service Quality	-	2,029	-	-
Purchase decision	-	-	-	-

Source: SmartPLS 3.0 Output

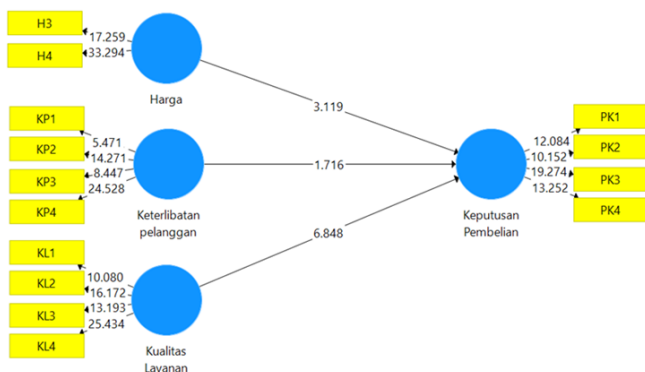


Fig 4. Inner Model

The common cutoff values applied to indicate multicollinearity are tolerance ≥ 0.01 or VIF ≤ 10 [23]. Based on the test results in table 7 above, the correlation value between variables shows VIF ≥ 0.01 and ≤ 10 with details of the Price variable (X_1) on Purchasing Decision (Y) of 1.808, Customer

Involvement (X_2) on Purchasing Decision (Y) of 2.028, and Service Quality (X_3) on Purchasing Decision (Y) of 2.029. So it can be concluded that the regression model of this study is free from multicollinearity.

The model structure for predicting causal relationships between variables can be found below.

TABLE 8. F-Square

Variables	Purchase Decision (Y)
Price	0.088
Customer Engagement	0.028
Service Quality	0.241

Source: SmartPLS 3.0 Output

Exogenous latent variables with moderate, medium, and large structural influence effect size tests. The recommended ranges are 0.02, 0.15, and 0.35. Based on the results of table 4.8 above, it can be seen that Price 0.088 and Customer Involvement 0.028 on Purchasing Decisions have a small f-square influence. Then the Service Quality variable 0.241 on Purchasing Decisions has a moderate influence.

TABLE 9. R-Square

Variable	R Square
Purchase decision	0.580

Source: SmartPLS 3.0 Output

If the probability value (P-Value) ≥ 0.05 (significance value), the model is accepted and the observed values fit. Based on the results of table 9 the R-Square obtained is 0.580 which shows a value of > 0.05 . So this research model has good goodness of fit.

TABLE 10. T-Statistic

Variable Relationship	T Statistics	Information
Price -> Purchase decision	3,023	Significant
Customer engagement -> Purchase decision	1,757	Not Significant
Service Quality -> Purchase decision	6,646	Significant

Source: SmartPLS 3.0 Output

Based on the results of table 4.10, it shows that the results of each independent variable Price and Service Quality have significant results on the dependent variable Purchase Decision because the t value is greater than the t-table of 1.985 or < 0.5 . However, the independent variable Customer Involvement on the dependent variable Purchase Decision has insignificant results because the t value is lower than the t-table of 1.985 or < 0.5 .

TABLE 11. Path Coefficient

Latent Variable	Original Sample (O)	Standard deviation (STDEV)	P Values	Description
Price -> Purchase decision	0.259	0.086	0.003	Hypothesis Accepted
Customer engagement -> Purchase decision	0.155	0.088	0.080	Hypothesis Rejected
Service Quality -> Purchase decision	0.453	0.068	0,000	Hypothesis Accepted

Source: SmartPLS 3.0 Output

Based on the results of table 11, it shows that the relationship between exogenous variables and endogenous variables will be described in the explanation below, :

1. The first hypothesis proves whether Price influences Purchasing Decisions on preloved products on TikTok Live Streaming. The results of the table above show a p-value of 0.003; thus, the p-value is <0.05 . So it can be concluded that the first hypothesis is accepted because there is a positive and significant influence between Price and Purchasing Decisions on preloved products on TikTok Live Streaming.
2. The second hypothesis proves whether customer involvement influences purchasing decisions on preloved products on TikTok live streaming. The results of the table above show a p-value of 0.080; thus, the p-value is >0.05 . So it can be concluded that the second hypothesis is rejected because there is no positive and significant influence between customer involvement and purchasing decisions on preloved products on TikTok live streaming.
3. The third hypothesis proves whether service quality has an effect on purchasing decisions on preloved products on TikTok Live Streaming. The results of the table above show a p-value of 0.000; thus, the p-value is <0.05 . So it can be concluded that the third hypothesis is accepted because there is a positive and significant influence between service quality and purchasing decisions on preloved products on TikTok live streaming.

C. Discussion

1. Referring to the questionnaire that has been distributed, the factor measured is the respondent's perception of the price of preloved products on TikTok Shop. From the price variable indicators studied, it shows that the price is in accordance with the quality of the product and the price is in accordance with the benefits obtained. Thus, these results indicate that price plays a significant role in influencing the decision to purchase preloved products. The price of a product or service is the amount of money spent to obtain the product or service. The idea underlying the relationship between price and purchasing decisions can be seen from [24] who stated that consumers often use price as an indicator of quality. Where if the price is too cheap without any other information, consumers may question the quality of the product. Whereas if the price is in accordance with quality expectations, purchases are more likely to occur. Previous research by [25] for e-commerce users, especially on Tiktok Shop, found that competitive prices and in accordance with product quality can influence buyers' decisions to buy. Where buyers often compare seller prices. In the context of preloved products, fair price offers and affordability are important because buyers expect used products in good condition but still affordable.
2. Referring to the questionnaire that has been distributed, the factor measured is customer engagement towards preloved products on TikTok Shop. Indicators of customer engagement variables studied, such as the varying conditions and quality of preloved products make other

customers' reviews less relevant to each prospective buyer, personal preferences make previous customer evaluations less appropriate to contribute to purchasing decisions, emotional engagement is irrelevant because preloved buyers focus more on the condition and price of the product than emotional ties, and trust in the platform is irrelevant to making purchasing decisions because it is influenced by the seller of preloved products regarding the condition of the goods. Thus, these results indicate that customer engagement does not play a significant role in influencing purchasing decisions for preloved products. The theory of Zaichkowsky JL (1986) in [12], claims that the needs, interests, and values that are all innate to consumers are connected to consumer engagement. There are several ways to measure consumer engagement. Consumer participation is measured using product attributes. For example, the amount of time customers spend choosing fashion products can be used to measure their success. In addition, parameters can be used to determine how much focus is given and how much data should be collected. In the context of preloved products on TikTok Shop, customer engagement should play an important role, especially through interactive features such as live streaming. However, the results of the study showed insignificance between customer engagement and purchasing decisions. This could be due to differences in the type of customer engagement or the platform used. Based on previous research conducted by [26] found that behavior and reviews do not contribute directly to a business. Because not all information from reviews is useful because customers may only look for relevant information that forms their purchase intention and in the end a review does not show a significant effect on consumer decisions. This shows that customer engagement, especially in terms of online reviews, is not always directly proportional to purchasing decisions. As in this study, customer engagement does not seem to have a significant influence on purchasing decisions at Tiktok Shop.

3. Referring to the questionnaire that has been distributed, the perception of respondents measured is the quality of service of preloved products on the TikTok shop. Indicators of the service quality variables studied, such as the suitability of service quality in reliability in meeting the promised delivery time, the suitability of service quality in ease of access to the transaction process, and service quality in good communication skills from the seller to ensure prospective buyers understand the product clearly through the live streaming feature in accordance with making purchasing decisions. Thus, these results indicate that service quality plays a significant role in influencing purchasing decisions for preloved products. In the journal [27] explains that this service quality can be understood as the level of customer satisfaction, to find out it can be used a comparison between the type of service that customers actually receive with what they expect. Satisfactory service and meeting or exceeding customer expectations is the definition of good service quality. Another important element that influences consumer purchasing decisions is the quality of service they

receive. Previous research conducted by [16] confirmed that good service quality on e-commerce platforms, including product guarantees, punctuality and responsiveness are very important factors in encouraging repeat purchases and building consumer trust. Especially in the context of preloved products, where the condition of the goods can vary greatly, service quality is key to creating a positive shopping experience.

V. CONCLUSION AND SUGGESTION

A. Conclusion

The researcher made the following conclusions based on the findings of the analysis and discussion conducted for this study:

1. There is an influence between price and purchasing decisions on a preloved product in the TikTok shop live streaming in the Solo Raya community. This is evidenced by the suitability of the preloved product in the TikTok shop live streaming, which shows that the price is in accordance with the quality of the product and the price is in accordance with the benefits obtained. In addition, the results of the t-test prove the influence between price and purchasing decisions, where the t-count of 3.023 is greater than the t-table of 1.985. Thus, the first hypothesis stating that there is an influence between price and purchasing decisions is proven true.
2. There is no influence between customer involvement and purchasing decisions on a preloved product in the TikTok shop live streaming in the Solo Raya community. This is evidenced by the incompatibility of preloved products in the TikTok shop live streaming with customer involvement, such as the varying conditions and quality of preloved products making other customer reviews less relevant to each prospective buyer, personal preferences making previous customer evaluations less appropriate to contribute to purchasing decisions, emotional involvement being irrelevant because preloved buyers focus more on the condition and price of the product than emotional ties, and trust in the platform being irrelevant to making purchasing decisions because it is influenced by the seller of the preloved product regarding the condition of the goods. In addition, the results of the t-test prove that there is no influence between customer involvement and purchasing decisions, where the t-count of 1.757 is smaller than the t-table of 1.985. Thus, the second hypothesis, which states that there is no influence between customer involvement and purchasing decisions, is proven true.
3. There is an influence between service quality and purchasing decisions on a preloved product in the TikTok shop live streaming in the Solo Raya community. This is evidenced by the suitability of preloved products in the TikTok shop live streaming with service quality, which shows that the suitability of service quality in reliability in meeting the promised delivery time, the suitability of service quality in ease of access to the transaction process, and service quality in good communication skills from the seller to ensure prospective buyers understand the product clearly through the live streaming feature according to

making purchasing decisions. In addition, the results of the t-test prove the influence between service quality and purchasing decisions, where the t-count of 6.646 is greater than the t-table of 1.985. Thus, the third hypothesis, which states that there is an influence between service quality and purchasing decisions, is proven true.

B. Suggestion

The following are suggestions that can be given to future researchers based on the results of this study: it is suggested that the customer engagement aspect be expanded and deepened. Further research can consider more specific indicators in the context of live streaming, such as viewing duration, participation in live chat, response to seller offers, and emotional involvement during the broadcast. Using qualitative observation or interview methods can also help in understanding customer engagement in more depth. Population and sample expansion can be done by subsequent studies by covering large cities or those that may not have been studied in this study. This can help in obtaining more representative results and identifying whether customer engagement shows different patterns in other regions with different shopping habits. Suggestions for TikTok Shop itself are to add social features that facilitate customers sharing their shopping experiences with friends or family directly from the platform. These features, such as "share live streaming sessions" invite friends to watch together, "expand the reach of live streaming and trigger more social engagement that can lead to increased sales.

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