
THE EFFECT OF PRICE, PRODUCT, AND FLASH SALE ON REPURCHASE DECISION WITH CUSTOMER SATISFACTION AS MODERATION ON TIKTOKSHOP FEATURES

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Abstract

The development of the internet from year to year continues to increase, this makes the growth of e-commerce businesses appear, one of which is Tiktokshop. This study aims to analyze the effect of price, product, and flash sale to repurchase decisions with consumer satisfaction as a variable moderating on Tiktokshop. The research technique used is quantitative, data collection uses a questionnaire method and the sample in this study amounted to 100 people. The analysis in this study was assisted using SPSS and SmartPLS. The result is Price has a significant effect on repurchase decisions, product quality has a significant effect on repurchase decisions, flash-sale has a significant effect on purchasing decisions, and customer satisfaction has a significant effect on repurchase decisions. Customer satisfaction does not moderate the effect of price on repurchase decisions, customer satisfaction does not moderate the effect of product quality on repurchase decisions, and customer satisfaction moderates the effect of promotions on consumer repurchase decisions at Tiktokshop.

Keyword :

Price, Product, Consumer Satisfaction, Repurchase Decision

1. INTRODUCTION

Along with the development of technology in Indonesia, the usage of the internet is increasing. Based on the results of the APJII survey, the number of Internet users in Indonesia as of 2018 was 64% of users, in 2019-2020 it increased to 73.7% and increased to 77% in 2022 Internet developing into a has lifestyle for society. Users are not limited to only accessing information or obtaining information, but also to meeting various needs. (Source: www.apjii.or.id)

Internet developments have changed people's lifestyles from offline shopping or visiting stores to online shopping or via e-commerce. According to a UK research institute, Merchant Machine has published a list of the top ten countries with the fastest-growing e-commerce in the world, with

Indonesia leading the ranking of these countries with a growth of 78% in 2018. (Source: www.katadata.co.id)

The growth of e-commerce business in Indonesia has led to the emergence of many other e-commerce offerings various benefits and conveniences as well as creating increasingly fierce competition among major e-commerce companies in Indonesia. One of the emerging e-commerce offerings is the Tiktokshop feature in the Tiktok application.



The top 10 most-downloaded mobile apps of 2021 APPTOPIA

Source: www. Forbes.com

In 2021, Tiktok will come first as a social media with many users and is in high demand. Tiktok application in 2020 is growing fast and becoming a new culture in Indonesia. Although the application has been around since 2018, lately the application has been loved by people of all ages. The application was initially blocked by the Ministry of Communications and Information because the application harmed children. After 2 years, the Tiktok application has become a new trend and culture for the people of Indonesia (Utama and Novina, 2018).

Short video sharing application Tiktok has expanded its business into the field of e-commerce by releasing the Tiktok Shop feature in Indonesia in April 2021. Tiktokshop makes it easy to shop through Tiktok without having to switch to another application to complete the transaction for purchasing the product you want, unlike Instagram Shop or Facebook Shops, this feature of Tiktok shop does not direct users to the website of the relevant shop. This means that all purchase transactions are chatting with sellers until the payment process is done in the Tiktokshop application.

In a company, promotion is an important aspect. According to Hermawan (2013), promotion is one of the primary marketing activities used to announce to consumers that the company is launching new products that encourage consumers to make purchases. To increase shopping transactions, one of the strategies used by Tiktokshop is a marketing and sales strategy in the form of flash sales. Flashsale is a product offer with a reduced price and a limited quantity in a short time. Flash sale is also often referred to as a "daily deal," part of a sales promotion that gives customers special offers or discounts on certain products for a limited time. Promoting products through these media can attract consumers to purchase. According to Lestari

(2020), the selling method conducted through the Tiktok media has a significant impact on the increase in income.

In a highly competitive market environment, customer satisfaction is only a weak indicator of customer loyalty. Sellers need to monitor and improve customer satisfaction. Satisfaction is a person's feeling of delight or disappointment resulting from comparing the perceived performance (or outcome) of a product or service with expectations (Kotler and Keller, 2016). Customer satisfaction is also used by customers to predict future satisfaction based on interactions with product or service providers at first use (Nilasari & Istiatin, 2015). The customer satisfaction rating is based on 3 comparisons, namely positive rejection, confirmation, and negative rejection. Several variables influence the decision to repurchase a product, 2 of which are customer satisfaction. Service quality is very closely related to customer satisfaction (Minh & Huu 2016). Most businesses are obsessed with making their customers happy. Accordingly, customer satisfaction with the product quality and customer satisfaction with the service quality has a positive effect on the interest in buying again.

The customer's repurchase of the product is expected by the company to maintain its viability of the company. Firms will try to compete to create a good customer experience when using a product or service, which leads to a propensity to buy from customers within a certain time, which is carried out repeatedly (Putri, 2016). In this phase, the customer will seek information from other sources if they have previously managed to build trust in the product at the time of purchase. With the first purchase, customers enter a phase where they are experimenting with a product or service. They rate the product or service (Herawati, 2013). If the product or service were given a positive rating when the product or service was first purchased, there would be a high probability that the customer would intend to buy again.

The research of products, prices, promotions, repurchase decisions and customer satisfaction is still a concern of researchers. Previous research conducted by Alan Yuli Pratama (2020) entitled The Effect of Price Promotion and Service Quality on Tokopedia Online Shopping Repurchase Decisions found that the action variable price

has a positive impact u significant buyback decisions . Different to Research by Puspitasari, Widajanti and Sunarso (2017) entitled Influence Product quality, price by decision Satisfaction Moderated Purchase found on Me & Moo Store Consumer that consumer satisfaction is not Moderate quality impact product on purchasing decisions. Different with the research of Kurniawan and Widajanti (2015) entitled Promotion Effect and price to decide Buy Djarum Super Cigarettes with Consumer satisfaction as a variable Moderation found that the variable The price has a significant influence on the decision to buy. Wahyu Ika Purnama Saris Research (2015) with title Analysis of the impact of promotion and consumer satisfaction on repeat purchase decisions The results of this study indicate that promotion and consumer satisfaction partially or simultaneously have a significant influence on repeat purchase decisions.

2. LITERATUR REVIEW AND HYPOTHESIS

Price

According to Abdurrahman (2015), price is one of the elements of the marketing mix that generates income and can be exchanged to get a product and service. Price can also be interpreted as a determinant of the value of a particular product. According to (Rasyid and Indah, 2018), price is a condition that consumers have to give up something in order to buy a product or service.

From some of definiton above, the definition of price can be inferred, price is an element of the marketing mix in the form of a currency that can generate revenue and be exchanged to purchase a product or service

Pricing is the process of determining the value that producers use to exchange goods. This pricing can determine the product's position in a market and the profit that can be made from the product. For new products, a penetration price can be applied, namely a low initial price to attract buyers, or a variable price, namely a high initial price because the product is perceived as different from the products existing on the market. Products that have been in circulation for a long time or have spread to the market may be priced below the market price if this corresponds to the balanced product quality. Using a price above market when the quality provided is better and the product quality is the same, but the store location to obtain the product is less

and less strategic and the promotional opportunities are better (Sudaryono, 2014)

Price Indicator

There are 4 things that are price indicators according to Kotler in the Rasyid and Indah Journal (2018), namely:

- 1) affordability of the price. Consumers can reach the price set by the company. Products generally have multiple variations within a single brand, and price varies from cheapest to most expensive.
- 2) Prices based on product quality. Consumers tend to use price as an indicator of a product's quality. Because of the difference in quality, consumers opt for the higher price of the two product ranges. Consumers tend to think that higher prices mean better quality.
- 3) Price competitiveness, Consumers compare the price of one product to another product. The low or high price of a product is taken into account by consumers when making a purchase decision.
- 4) Price compatibility with benefits is seen in terms of benefits achieved by consumers. When the perceived benefits are high, the higher the medium of exchange that consumers exchange for the product or service.

Product

Product according to (Kotler and Keller, 2016) is anything that can be offered to meet a need or market demand, including physical goods, services, experiences, events, people, places, real estate, organizations, ideas, and information. According to Kotler and Armstrong (2014), product quality is the ability of a product to perform its functions. These include overall durability, reliability, accuracy, ease of use and product repair, and other product attributes. According to Kotler and Keller (2016), product quality is the ability of an item to produce results or performance that go beyond customer expectations. Product quality is the ability of a product to perform its functions, including durability, reliability, accuracy, ease of use and repair, and other valuable attributes. From the understanding of the above experts, it can be concluded that product quality is the level of a product in fulfilling its value and function. So that it exceeds consumer expectations for a product or service. According to Fandy Tjiptono (2012), product quality has the following indicators:

- a. Performance: Represents operational characteristics and core products

- purchased. For example ease and comfort in use.
- b. Features: Product features that complement the basic functions of a product.
 - c. Conformance to specifications: The extent to which the design and operational characteristics conform to predefined standards. For example, standard operating properties.
 - d. Durability: In terms of how long the product can continue to be used. This dimension includes the technical lifetime and the economic lifetime.
 - e. Reliability: That means it is less likely to be damaged or become unusable.
 - f. Serviceability: Includes speed, competence, convenience, ease of repair and satisfactory handling of complaints. The services provided are limited to after-sales, not only before the sale but also during the sales process, which also includes repair services and the availability of the necessary components.
 - g. Aesthetics (Esthetica): Namely the appeal of the product to the five senses. For example, the beauty of the product design, the uniqueness of the product model and the combination.
 - h. Quality (perceived quality): Perceived quality (quality impression) can be said to be the result of using indirect measurements because of the possibility that consumers do not understand the product in question or lack information about the product in question.

Flashsale

Promotion is part of a marketing strategy where advertising has the function of informing, persuading and reminding consumers either directly or indirectly about a product being sold (Kotler and Keller, 2012).

Understanding Flashsale (Short Sales) According to Agrawal and Abhinav Saree (2016), is a part of sales promotion by offering consumers special offers or discounts on a product and with a certain period of time. According to Kotler and Keller (Amanahd and Pelawi: 2015), flash sale indicators included in sales promotions are:

- a. The promotion frequency is the number of sales promotions carried out at the same time via sales promotion media.

- b. Promotion quality is a measure of how well the promotion is carried out.
- c. Promotion time is the value or number of sales promotions made by the company.
- d. The accuracy or adequacy of the promotion goal is a necessary factor to achieve the desired goal of the company.

Customer Satisfaction

According to Kotler and Keller (2016:153), "satisfaction is a person's feeling of pleasure or disappointment resulting from comparing the perceived performance (or results) of a product or service with expectations". Meanwhile, according to Tjiptono (2015:146), consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing perceptions of a product's performance or results with their expectations. From the above opinion, it can be concluded that customer satisfaction is the degree of satisfaction of a person with the goods or services he has purchased. If the product or service is not what they want, the customer will be disappointed in the owner of the good or service.

Customer satisfaction depends on customers' perceptions and expectations, so as a service provider it is necessary to know the factors that influence customer satisfaction.

Customer satisfaction indicators

According to some opinions of the above experts, the indicators of customer satisfaction used in this study are (according to Irawan, 2008):

- a. Satisfaction (meaning satisfaction with the product and service) is an expression of customer satisfaction or dissatisfaction when they receive good service and quality products from the company.
- b. Meeting customer expectations after purchasing a product, namely whether the quality of a product or service after purchasing a product meets the expectations that the customer wants.
- c. Always buy a product. This means that customers will continue to use a product and will continue to buy it if the desired expectations are met.

Framework

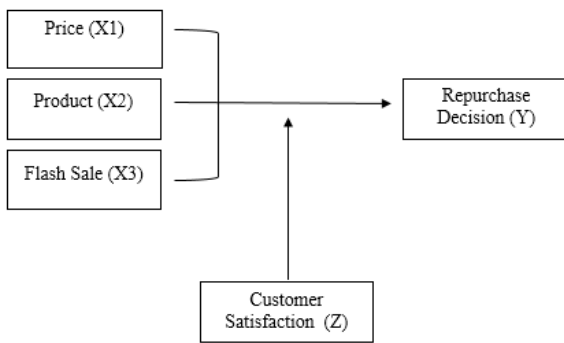


Figure 1.1 Frameworkt

Hypothesis

- a. Price relationship with repurchase decision
H1 = Price has a positive and significant effect on repurchase decisions on Tiktokshop
- b. Relationship between product quality and repurchase decision
H2 = product has a positive and significant effect on repurchase decisions on Tiktokshop
- c. Flash sale relationship with repurchase decision.
H3 = Flash wale has a positive and significant impact on repurchase decisions on Tiktokshop
- d. Relationship of customer satisfaction to repeat repurchase decisions.
H4 = Customer Satisfaction has a positive and significant effect on repurchase Decisions at Tiktokshop
- e. Relationship of customer satisfaction that moderates the price of the repurchase decision.
H5 = Customer satisfaction is significant as a moderating of the relationship between price attractiveness and repurchase decisions at Tiktokshop.
- f. Customer satisfaction relationship that moderates product quality in repurchase decisions.
H6= Customer Satisfaction has a significant effect on moderating the relationship between product quality and repurchase decisions at Tiktokshop.
- g. Relationship of customer satisfaction that moderates the flash sale in the repurchase decision.
H7 = Customer satisfaction has a significant effect as a moderating of the flash sale relationship on repurchasing decisions at Tiktokshop.

3. RESEARCH METHODS

The method used in this research is quantitative method. This type of research method is a questionnaire that explains phenomena based on data and information from the sample. The population in this study are shoppers on Tiktoshop. Because the data obtained is not clear and the exact number of the population cannot be known, the researchers took a sample according to Rao Purbo (2006), with the formula

$$n = \frac{Z^2}{4(Moe)^2}$$

$$n = \frac{1,96^2}{4(0,1)^2}$$

$$n = 94,04$$

Where:

n = number of samples

Z = level of confidence required in determining sample (95%=1.96)

Moe = margin of error is the maximum error rate that can be can be tolerated, set

at

10%.

Based on the results of the above calculations, the number of samples in this study was 94.04 which was rounded up to 100 respondents.

4. RESULTS AND DISCUSSION

The Tiktok application originated in China and was released in September 2016 by Zhang Yiming, who is also the founder of the technology company ByteDance. Tiktok is known as Douyin in its home country where users only use this app to share short 15-60 second music videos.

In August 2018, Tiktok application is available for download in Indonesia. In July 2020, the number of users reached 30.7 million. Tiktok acquired a similar app called Musical.ly in November.

The sample in this study were all users of the Tiktokshop feature. From this study, the data collected by the respondents were 100.

1. Description of Gender Characteristics

The results of the research from the description of gender characteristics can be shown in the following table:

Table 1.1

Characteristics of Respondents Based on Gender

No.	Gender	Amount	Percentage
1.	Man	16	16%
2.	Woman	84	84%
Total		100	100%

Source: Primary Data 2021

From table 4.1 above, it can be seen that the sample collected was 100 respondents divided into 2 sex groups. Respondents with male gender were 16 people (16%) and women were 84 people (84%). In this study it can be concluded that the majority of users of the Tiktokshop feature are women.

2. Description of Age Characteristics

The results of the research from the description of age characteristics can be shown in the following table:

Table 1.2

No.	Age	Amount	Percentage
1	17-25 years old	92	92%
2	26-35 years old	7	7%
3	36-45 years old	0	0
4	46-50 years old	1	1%
Amount		100	100%

Source: Primary Data 2021

From table 4.2 above, it can be seen that the sample collected was 100 respondents divided into 4 age groups. Respondents aged 17-25 years were 92 people (92%), respondents aged 26-35 years were 7 people (7%), respondents aged 36-45 were 0 people and respondents aged 46-50 were 1 person (1%). In this study it can be concluded that the majority of respondents are aged 17-25 years.

3. Job Description

Table 1.3

Characteristics of respondents by occupation

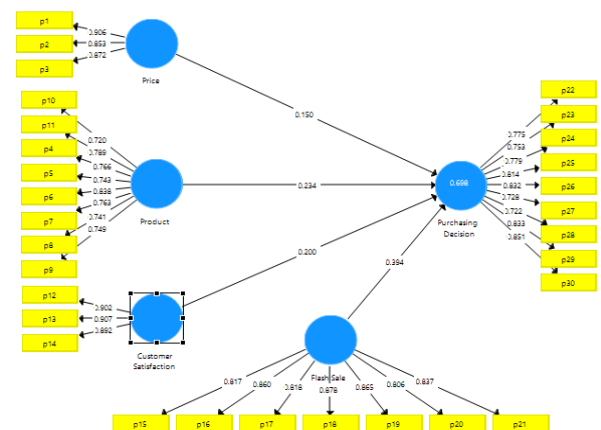
No	Work	Amoun t	Presentatio n
1	Teacher	1	1%
2	Housewife	4	5%
3	JobSeeker	1	1%
4	Office workers	4	4%
5	Student/Student	78	78%
6	businessman	5	5%
7	therapist	1	1%
8	Self-employed	6	6%
Total		100	100%

Source: Primary Data 2021

From table 4.3 above, it can be seen that the sample collected was 100

respondents divided into 8 work groups. Respondents with teacher jobs are 1 person (1%), respondents with housewife jobs are 4 people (4%), respondents with job seekers are 1 person (1%), respondents with office jobs are 4 people (4%) and respondents with student work amounted to 78 people (78%). respondents with businessman jobs amounted to 5 people (5%). respondents with a therapist work amounted to 1 person (1%). respondents with self-employed jobs amounted to 6 people (6%). In this study it can be concluded that the majority of the respondents' jobs are students.

ANALYSIS RESULTS



Hypothesis testing is carried out based on the results of the Inner Model (structural model) test which includes r-square output, parameter coefficients and t-statistics. To see whether a hypothesis can be accepted or rejected, among others, by paying attention to the significance value between constructs, t-statistics, and p-values. The hypothesis testing of this research was carried out with the help of the SmartPLS (Partial Least Square) 3.0 software. These values can be seen from the bootstrapping results. The rule of thumb used in this study is t-statistic > 1.96 with a significance level of p-value 0.05 (5%) and a positive beta coefficient. The value of testing the hypothesis of this research can be shown in Table 4.10 and the results of this research model can be described as shown in table:

Tabel 1.4
Direct Effect Test

	Original Sample (O)	T Statistics ((O/STDEV))	P Values	Information
Flash Sale -> repurchase decisions	0.395	3,571	0.000	Significant
Consumer Satisfaction -> Repurchase decisions	0.228	2,419	0.016	Significant
Price -> repurchase decisions	0.136	2,278	0.023	Significant
Product -> repurchase decisions	0.233	2,391	0.017	Significant

1) Price toward repurchase decisions

The results of the analysis in the table above show that the attractiveness of prices on purchasing decisions has a positive coefficient of 0.136, with a t-statistic value of 2.278 and a significant level of 0.023. So the first hypothesis is accepted. This means that the attractiveness of the price has a positive and significant effect on repurchase decisions.

2) Product toward repurchasing decisions

The results of the analysis in the table above show that the attractiveness of prices on purchasing decisions has a positive coefficient of 0.233, with a t-statistic value of 2.391 and a significant level of 0.017. So that the second hypothesis is accepted. This means that the attractiveness of the price has a positive and significant effect on repurchase decisions.

3) Flash Sale towards Repurchase decisions

The results of the analysis in the table above show that the attractiveness of prices on purchasing decisions has a positive coefficient of 0.395, with a t-statistic value of 3.571 and a significant level of 0.000. So that the third hypothesis is accepted. This means that the attractiveness of the price has a positive and significant effect on repurchase decisions.

4) Consumer Satisfaction toward repurchase decisions

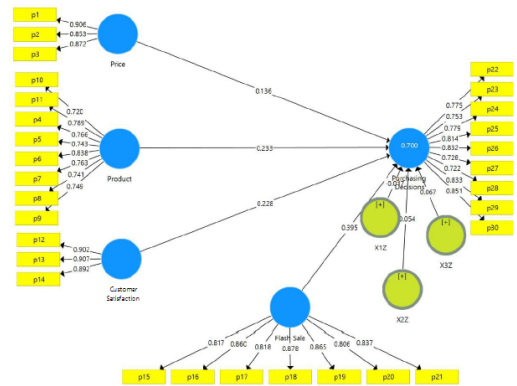
The results of the analysis in the table above show that the attractiveness of prices on purchasing decisions has a positive coefficient of 0.228, with a t-statistic value of 2.419 and a significant level of 0.016. So that the second hypothesis is accepted. This means that the attractiveness of the price has a

positive and significant effect on repurchase decisions.

Test the Moderation Effect of Consumer Satisfaction

Meanwhile, if you look at the picture above, the output of data processing with the help of SmartPLS version 3.0 can be presented in more detail in Table 4.11 as follows:

Table 1.5



Moderation Effect Test

	Original Sample (O)	T Statistics ((O/STDEV))	P Values
X1Z -> Purchasing Decisions	-0.017	2,247	0.004
X2Z -> Purchasing Decisions	-0.054	2,613	0.004
X3Z -> Purchasing Decisions	0.067	2,594	0.003

Source: Primary Data processed 2022

The results of the analysis in the table above are:

1) Price on repurchase decision Moderated by Consumer Satisfaction

The results of the analysis in the table above show that the attractiveness of price on purchasing decisions moderated by consumer satisfaction has a positive coefficient of -0.017, with a t-statistic value of 2.247 and a significant level of 0.004. So the fifth hypothesis is rejected. This means that the influence of Consumer Satisfaction cannot moderate the price of purchasing decisions

2) Product on repurchasing decisions Moderated Customer Satisfaction

The results of the analysis in the table above show that the price attractiveness of purchasing decisions moderated by consumer satisfaction has a positive coefficient of -0.054, with a t-statistic value of 2.613 and a significant level of 0.004. So the sixth hypothesis is rejected. This means that the influence of Consumer Satisfaction cannot moderate the product purchasing decisions.

3) Flash Sale on repurchasing decisions moderated by Customer Satisfaction.

The results of the analysis in the table above show that the price attractiveness of purchasing decisions moderated by consumer satisfaction has a positive coefficient of 0.067, with a t-statistic value of 2.594 and a significant level of 0.003. So that the seventh hypothesis is accepted. This means that the influence of Consumer Satisfaction cannot moderate Flash sales on purchasing decisions.

B. DISCUSSION

This section will explain the results of the research analysis. The purpose of this study was to determine the most influential factors in purchasing decisions on Tiktokshop. Given the previous literature, this study uses four items, namely price attractiveness (X1), product quality (X2), Flash Sale (X3), and customer satisfaction (Z) to determine the relationship with repurchase decisions. In addition, the moderate effect of Customer Satisfaction (Z) was examined. A total of 7 hypotheses were developed and tested using the Structural Equation Modeling (SEM) method and assisted by SmartPLS 3.0 software, and demographic characteristics were analyzed with the help of SPSS software, the results of this study show the following:

First, the demographic characteristics of the respondents are summarized using descriptive statistics. The majority of respondents in this study were women in the young age of 17 to the age of 25 years with student work. According to the author's observations, it is suspected that women at a young age often do online shopping compared to men.

Second, the results of the first hypothesis in this study prove that price attractiveness has a positive and significant influence on repurchase decisions. The greater the attractiveness of the price will increase the purchase decision. Based on the results obtained, the attractiveness of the price proves that there is a significant positive influence on purchasing decisions so that this hypothesis is accepted. Price is a determining indicator of the quality of a product (abdi, 2018), based on the law of demand that the more quantity the product purchased, the cheaper the price and the less quantity of product purchased, the

more expensive the price will be. Price indicators for purchasing decisions are price suitability, affordable prices and competitive prices. Apart from the price.

Third, the results of the second hypothesis in this study prove that product quality has a positive and significant influence on repurchase decisions. The greater the quality of the product, the higher the purchasing decision. Based on the results obtained, the quality of the product proves that there is a significant positive influence on purchasing decisions so that this hypothesis is accepted. Product quality is one of the factors that influence buying decisions on tiktokshop. In accordance with the opinion of Kotler and Keller (2008: 272), "product quality describes the extent to which the product's ability to meet consumer needs" from this opinion, it can be observed that it is true, product quality is something that must receive the main attention of every company or business, because product quality is closely related to purchasing decisions. These results are in accordance with previous research conducted by Setyaningrum and Wati (2019) found that product quality affects repurchase decisions.

Fourth, the results of the third hypothesis in this study prove that flash sales have a positive and significant influence on repurchase decisions. The bigger the flash sale, the better the buying decision. Based on the results obtained, flash sales prove that there is a significant positive influence on purchasing decisions so that this hypothesis is accepted. According to Agrawal and Abhinav Sareen (2016), short sales or flash sales, are part of sales promotions that give customers special offers or discounts for certain products for a limited time. Promotion can be done by giving discounts and giving certain bonuses or coupons. Promotion can be done through print media or electronic media. The more interesting and frequent promotions are carried out, the more consumer interest will be to buy. In accordance with the opinion of Kotler and Keller (2010: 172), promotion is a means by which companies try to inform, persuade and remind consumers directly or indirectly about the products and brands being sold. These results are in accordance with previous

research conducted by Purnamasari (2015) and Pratama (2020), finding that promotions have an effect on purchasing decisions.

Fifth, the results of the fourth hypothesis in this study prove that customer satisfaction has a positive and significant influence on repurchase decisions. The greater the customer satisfaction, the greater the purchase decision. Based on the results obtained, customer satisfaction proves that there is a significant positive influence on repurchase decisions so that this hypothesis is accepted. For consumers at Tiktokshop in making product purchases, customer satisfaction is one factor. Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (result) of the product that is thought to the expected performance (or result). If performance is below expectations, consumers are dissatisfied. If the performance meets the expectations, the customer is satisfied. If performance exceeds expectations, consumers are very satisfied or happy (Tjiptono, 2004: 82). Consumers will feel satisfied if the wishes of consumers have been fulfilled by the company as expected. With the added value of a product, consumers become more satisfied and the possibility to become consumers of a product for a long time will be very large. Consumer satisfaction can be influenced by various factors, including product quality, service, sales activity, and company values. Although it has obtained good customer satisfaction, it must always be improved so that consumers do not hesitate in making purchasing decisions. These results are in accordance with previous research conducted by Wicakso, et al. (2017) found that customer satisfaction has an effect on purchasing decisions. Consumers will feel satisfied if the wishes of consumers have been fulfilled by the company as expected. With the added value of a product, consumers become more satisfied and the possibility to become consumers of a product for a long time will be very large. Consumer satisfaction can be influenced by various factors, including product quality, service, sales activity, and company values. Although it has obtained good customer

satisfaction, it must always be improved so that consumers do not hesitate in making purchasing decisions. These results are in accordance with previous research conducted by Wicakso, et al. (2017) found that customer satisfaction has an effect on purchasing decisions. Consumers will feel satisfied if the wishes of consumers have been fulfilled by the company as expected. With the added value of a product, consumers become more satisfied and the possibility to become consumers of a product for a long time will be very large. Consumer satisfaction can be influenced by various factors, including product quality, service, sales activity, and company values. Although it has obtained good customer satisfaction, it must always be improved so that consumers do not hesitate in making purchasing decisions. These results are in accordance with previous research conducted by Wicakso, et al. (2017) found that customer satisfaction has an effect on purchasing decisions. With the added value of a product, consumers become more satisfied and the possibility to become consumers of a product for a long time will be very large. Consumer satisfaction can be influenced by various factors, including product quality, service, sales activity, and company values. This is supported by research from Mas'ud, Rombe, and Nainggolan (2018) that customer satisfaction has a significant effect on repurchase behavior. Found that customer satisfaction has an effect on purchasing decisions. With the added value of a product, consumers become more satisfied and the possibility to become consumers of a product for a long time will be very large. Consumer satisfaction can be influenced by various factors, including product quality, service, sales activity, and company values. Although it has obtained good customer satisfaction, it must always be improved so that consumers do not hesitate in making purchasing decisions. These results are in accordance with previous research conducted by Wicakso, et al. (2017) found that customer satisfaction has an effect on purchasing decisions. Consumer satisfaction can be influenced by various factors, including product quality, service, sales activity, and company values.

Although it has obtained good customer satisfaction, it must always be improved so that consumers do not hesitate in making purchasing decisions. These results are in accordance with previous research conducted by Wicakso, et al. (2017) found that customer satisfaction has an effect on purchasing decisions. Consumer satisfaction can be influenced by various factors, including product quality, service, sales activity, and company values. Although it has obtained good customer satisfaction, it must always be improved so that consumers do not hesitate in making purchasing decisions. These results are in accordance with previous research conducted by Wicakso, et al. (2017) found that customer satisfaction has an effect on purchasing decisions.

Sixth, customer satisfaction is a very important variable in creating marketing prices. Low prices or affordable prices are the trigger to improve marketing performance. When a customer chooses among the existing brands, the customer will evaluate the price, but the customer will compare several price standards as a reference for making transactions. If the price offered is in accordance with the product offered then this can be a consideration for customers, however, price can also be an indicator of quality where a product with high quality will dare to be pegged at a high price as well. Prices can influence consumers in making decisions to buy a product. This means that, the better the application of the marketing mix, the stronger the influence on purchasing decisions with customer satisfaction as a moderating variable. Offers on tiktokshop should focus more on fixing what causes consumers to be dissatisfied with prices. because it can be considered by consumers to make purchasing decisions.

Seventh, customer satisfaction is only obtained if the expectations and reality received by consumers are the same, but by not moderating customer satisfaction between product quality and purchasing decisions, in fact consumers are not satisfied with the quality of the products offered. So Tiktokshop pays less attention to factors that affect consumer satisfaction itself such as durability, product shape and model, etc. Tiktokshop

should focus more on fixing what causes consumers to be dissatisfied with product quality. because it can be considered by consumers to make purchasing decisions.

Eighth, promotion is one of the variables contained in the marketing mix which has an important role in communicating the existence and value of the product to potential customers. Promotion is one of the variables in the marketing mix that has an important role in communicating the existence and value of the product to potential customers. Given the importance of promotion in product marketing, achievement of sales and stimulating consumers to make purchasing decisions, so that it will provide a level of satisfaction to make purchases in influencing these purchasing decisions, which must be considered, namely promotion so that it can increase consumer desire to buy. Customer satisfaction is able to moderate the influence of the marketing mix on purchasing decisions. It means that, the better the application of the marketing mix, the stronger the influence on purchasing decisions with customer satisfaction as a moderating variable. Tiktokshop's policy is that they must pay attention to what causes dissatisfaction with promotions. In order to be successful with the products or services offered to consumers, sellers at tiktokshop must communicate some information about the store, products, structure and provide promotions so that this can attract consumers' interest in tiktokshop to make a purchase.

CONCLUSION

Based on the research that has been done, the results of the data used can draw the following conclusions: Price attractiveness has a significant effect on repurchase decisions, product quality has a significant effect on repurchase decisions, flashsale has a significant effect on purchasing decisions, customer satisfaction has a significant effect on repurchase decisions. Customer satisfaction does not moderate the effect of price on repurchase decisions, customer satisfaction does not moderate the effect of product quality on repurchase decisions, and customer satisfaction moderates the effect of

promotions on consumer repurchase decisions at Tiktokshop.

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