

## The Influence of Argument Quality, Trustworthy Sources, Kindness, on Purchase Intention on TikTok Shop Through Consumer Welfare

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### ABSTRACT

*This study aims to analyse the effect of argument quality, trusted sources, and kindness on consumer purchase intention at TikTok Shop, with consumer well-being as a mediating variable. In today's digital era, TikTok Shop as an e-commerce platform is increasingly popular and has become the main means for consumers to make purchases. This research adopts a quantitative approach using a survey method to collect data from 242 respondents who are active users of TikTok Shop. This research is quantitative research using the Lisrel Structural Equation Model (SEM) method. The results showed that trusted sources have an indirect effect on purchase intention, namely through the quality of the argument and also consumer well-being. These findings provide important insights for marketers and sellers at TikTok Shop to understand what influences purchasing decisions. This research is expected to contribute to the development of more effective marketing strategies on social media-based e-commerce platforms.*

**Keywords:** *Argument Quality, Source Credibility, Kindness, Product Risk, Consumer Wellbeing, Purchase Intention*

### ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas argumen, sumber terpercaya, dan kebaikan terhadap niat pembelian konsumen di TikTok Shop, dengan kesejahteraan konsumen sebagai variabel mediasi. Di era digital saat ini, TikTok Shop sebagai platform *e-commerce* semakin populer dan menjadi sarana utama bagi konsumen untuk melakukan pembelian. Penelitian ini mengadopsi pendekatan kuantitatif menggunakan metode survei untuk mengumpulkan data dari 242 responden yang merupakan pengguna aktif TikTok Shop. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan metode Lisrel Structural Equation Model (SEM). Hasil penelitian menunjukkan bahwa sumber terpercaya memiliki pengaruh tidak langsung terhadap niat beli yaitu melalui kualitas argumen dan juga kesejahteraan konsumen. Temuan ini memberikan wawasan penting bagi pemasar dan penjual di TikTok Shop untuk memahami apa yang memengaruhi keputusan pembelian. Penelitian ini diharapkan dapat berkontribusi pada pengembangan strategi pemasaran yang lebih efektif pada platform *e-commerce* berbasis media sosial.

**Kata Kunci:** Kualitas Argumen, Kredibilitas Sumber, Kebaikan, Risiko Produk, Kesejahteraan Konsumen, Niat Pembelian

### INTRODUCTION

In the increasingly developing digital era, the role of online video content will have a major impact on influencing consumer purchase intentions in TikTok Shop (Dendi et al., 2023). Purchase intention is very important in the online industry

because it reflects a person's willingness to buy a product or service, which has an impact on the success or failure of a business (Bano et al., 2023). Evaluating user purchase intentions can help business people to better study the market and adjust the positioning of a product or service (Chen & Lee, 2015). By analyzing purchase intentions, companies can recognize consumer trend patterns, predict future demand, and develop products that meet consumer expectations (Yohana & Atmosfer, 2020). When customers have a strong intention to buy a product or service, it is likely that the intention will be realized into an actual purchase decision. This shows the importance of maintaining and increasing purchase intentions among customers (Komalasari et al., 2021). Ultimately, strong purchase intention leads to a higher probability for consumers to follow through on a purchase, which contributes to increased sales and revenue for the business (Hidayat et al., 2023).

Argument quality is a major determinant of consumer acceptance of information in online communities, based on factors such as relevance, topicality, accuracy, and completeness (Handayani et al., 2020). High-quality arguments can have a positive impact on consumer perception, leading to increased brand loyalty and sales (Hoeken et al., 2020). Source credibility has been found to impact the value of social media advertising, as peer-to-peer advertising on social media is viewed as more credible than traditional media (Shareef et al., 2019). Source credibility can make messages more persuasive and believable, which is essential for effective communication (Serman & Sims, 2023). Kindness is essential in online shopping as it helps reduce information overload, improves emotional well-being, and increases a sense of belonging among consumers (Mou & Benyoucef, 2021). Kindness in online customer service can increase customer engagement as customers who are treated well tend to feel valued and respected, leading to increased loyalty (Ahmad et al., 2022).

Product risk is considered a type of doubt that consumers face when they cannot see the consequences of a purchase decision (Said & Mustaking, 2020). Product risk can cause discomfort to consumers, especially if the product does not meet their needs or expectations (Bhatti et al., 2018). Retailers can contribute to consumer well-being by providing a positive shopping experience that meets consumers' needs and expectations (Maggioni et al., 2019). By prioritizing consumer well-being, retailers can create a competitive advantage and build strong bonds with their consumers (Nghia et al., 2020).

Research related to the variables of argument quality, trusted sources, goodness, product risk, consumer well-being and purchase value has been conducted previously. Argument quality has a positive impact on consumer well-being (Jamil et al., 2023; Jamil & Qayyum, 2021; Leong et al., 2019; Zhu et al., 2016). Trusted sources have a positive impact on consumer welfare (Giffin, 1967; Hovland & Weiss, 1951; McGuire, 2001; Yuan & Lou, 2020b). Kindness has a positive effect on consumer welfare (Aknin et al., 2015; Dunn et al., 2008; Erdinger, 2019; Nelson et al., 2016). Product risk has a positive impact on purchase intention (Adam et al., 2022; Ramírez et al., 2022; Lee & Lee, 2021; Ou et al., 2022; Özdemir, 2022). And consumer welfare

has a positive impact on purchase intention (Andronie et al., 2021; Jamil et al., 2023; Musova et al., 2021; Nica et al., 2022).

Research on argument quality, trusted sources, goodness, product risk, consumer welfare and purchase intention has been studied separately. However, these variables have never been studied simultaneously for TikTok shop social media users in Indonesia in purchasing fashion products. In this case, product risk is very important in the production process to discuss which can affect customer tendencies to buy (Qalati et al., 2021). The purpose of this study is to fill the knowledge gap about argument quality, trusted sources, goodness, product risk, consumer welfare on online shop customer purchase intentions. This study also aims to determine how the quality of arguments, trusted sources, goodness, and product risk affect consumer welfare which will ultimately affect purchase intentions. It is hoped that this study can provide input to fashion company management in increasing customer purchase intentions through TikTok shops in Indonesia.

## RESEARCH METHODS

The type of research used is causal (cause - effect) which is to explore the causal interaction between argument quality, trusted sources, goodness, product risk, consumer welfare, and purchase intention. The population in this study are social media users who have shopped for local fashion products at TikTok shop. Then, the sample in this study were people who are in the Tangerang Regency area and have a TikTok shop social media account.

The sampling technique used is non-probability sampling, which is a sampling technique that does not provide the same opportunity or chance for each member of the population to be selected as a sample. The type of non-probability sampling that will be used to collect data is purposive sampling, which is determining the sample based on certain criteria that will be used and in accordance with the research objectives (Etikan & Bala, 2017). The questionnaire in this study uses a Likert Scale consisting of four scales in its measurement and starts from number 1 which states "Strongly Disagree (STS)" to 4 "Strongly Agree (SS)" (Hafidz & Muslimah, 2023). The criteria in this study were TikTok shop users aged 17-60 years and had a TikTok social media account and had made a transaction to purchase local fashion products at the TikTok shop. The questionnaire that was distributed also took samples to determine age, gender, and online transaction budget. The questionnaire was distributed online (Google Form).

There were 23 questions in the research questionnaire, the first measurement of the argument quality variable with a total of 4 questions obtained from research conducted by Mosadeghrad (2015). The second measurement of the trusted source variable with a total of 3 questions obtained from research conducted by Alsheikh et al. (2021). The third measurement of the goodness variable with a total of 3 questions obtained from research conducted by Jamil et al. (2023). The fourth measurement of the product risk variable with a total of 6 questions obtained from research conducted by Forsythe et al. (2006). The fifth measurement of the consumer welfare variable with a total of 3 questions obtained from research conducted by Liu et al. (2020). The

six measurements of the purchase intention variable with a total of 4 questions were obtained from research conducted by Hou & Sarigöllü (2022).

Based on Hair et al. (2021), which states that the number of samples in the Structural Equation Modeling (SEM) analysis is at least 5-10 times the number of questionnaire statements, as the basis for determining the number of samples. Therefore, there are 230 (10 x 23) respondents in this study sample. Thirty respondents will take the pretest, and the hypothesized model will be tested and measured using confirmatory factor analysis in the validity and reliability test.

The Lisrel approach of the structural equation model (SEM) is used in this quantitative study. Lisrel model technique (SEM). Using SPSS, the researchers conducted factor analysis and validity and reliability testing. Kaiser-Meyer-Olkin (KMO) and Measures of Sampling Adequacy (MSA) anti-image matrix correlation measures were used to conduct validity tests, and acceptable factor analysis values were defined as  $KMO \geq 0.5$  and  $MSA \geq 0.5$ . In addition, if the acceptable value is  $\geq 0.6$ , the reliability test examines the Cronbach alpha value (Hair et al., 2021).

## RESULTS

Based on the online questionnaire that has been distributed through Google form, a total of 242 respondents were obtained who met the criteria. From the data obtained, a total of 54.5% of respondents were female and 45.5% were male. All respondents were aged 17-60 years with the majority of undergraduate education levels as much as 33.4% with jobs as students as much as 31%. The majority of respondents prepared a budget for online purchases of IDR 100,000 - IDR 500,000 as much as 35.5%. Respondents preferred to buy fashion products at other stores as much as 22.7%. The profile of the research respondents can be seen in Appendix 4. It can be concluded that the 23 variables and indicators of this study are valid based on the results of the pre-test given to 30 respondents. The results of these variables also meet the requirements of the KMO and Bartlett's Tests, and the MSA value of each indicator is greater than 0.50. The reliability test used in this study is Cronbach's Alpha. The research indicators are considered reliable because based on the calculation results, each indicator of the questionnaire questions used meets the reliability test standards, namely Cronbach's Alpha > 0.60. All variables are declared valid because they have a loading factor value > 0.50. Furthermore, for the reliability test with a minimum value limit of construct reliability of 0.60 and a variance extracted value of 0.50. The construct reliability values of the six variables include argument quality 0.85, reliable sources 0.84, goodness 0.75, product risk 0.93, consumer welfare 0.78, and purchase intention 0.83. The variance extracted values of the six variables are argument quality 0.58, reliable sources 0.65, goodness 0.51, product risk 0.69, consumer welfare 0.55, and purchase intention 0.56. For more details, see Appendix 5.

Furthermore, the results of the structural test by looking at the  $R^2$  value in each equation, the following results are obtained: first, the argument quality variable is influenced by the trusted source variable with an  $R^2$  value = 0.88, which shows that 88% of the argument quality variable is explained by the trusted source variable and

12% is influenced by other variables outside this study. Second, the consumer welfare variable is influenced by the argument quality variable, trusted sources and goodness with an  $R^2$  value = 0.67, which shows that 67% of the consumer welfare variable is explained by the argument quality variable, trusted sources, and goodness and 33% is influenced by other variables outside this study. Third, the purchase intention variable is influenced by the consumer welfare variable, trusted sources, and product risk with an  $R^2$  value = 0.92, which shows that 92% of the purchase intention variable is influenced by the consumer welfare variable, reliable sources, and product risk and 8% others are influenced by other variables outside this study. In the model suitability test, the analysis results show that all Chi Square, RMSEA, ECVI, AIC, CAIC, Fit index, Critical N and GFI items are acceptable and meet the good fit criteria. The following are the research results depicted in the T-diagram value:

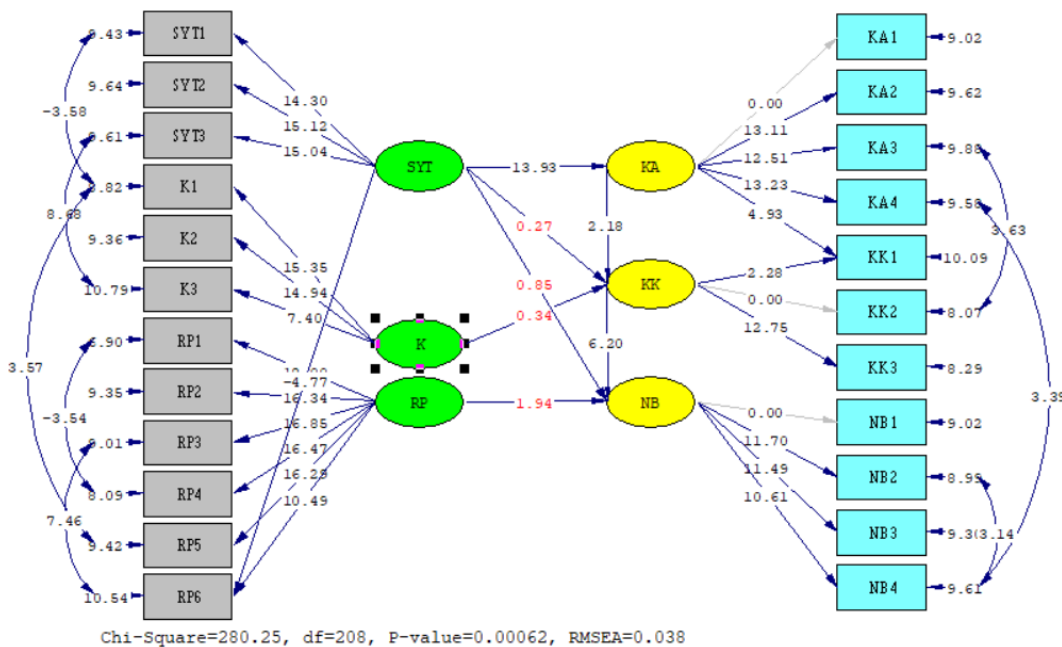


Figure 1. Path Diagram T-Value

Based on the path diagram T-Value as in Figure 2 above, the hypothesis testing of the research model can be presented as follows:

Table 1. Hypothesis Testing of Research Model

Hipotesis	Hypothesis Statement	Nilai T-Value	Information
H1	Kualitas argumen (KA) memiliki efek yang positif terhadap kesejahteraan konsumen (KK)	2.180	Supporting Hypothesis
H2	Sumber yang terpercaya (SYT) memiliki efek yang	0.270	Does not support the hypothesis

	positif terhadap kesejahteraan konsumen (KK)		
H3	Kebaikan (K) memiliki efek yang positif terhadap kesejahteraan konsumen (KK)	0.340	Does not support the hypothesis
H4	Kesejahteraan konsumen (KK) memiliki efek yang positif terhadap niat beli (NB)	6.200	Supporting Hypothesis
H5	Resiko produk (RP) memiliki efek yang positif terhadap niat beli (NB)	1.940	Does not support the hypothesis
H6	Sumber yang terpercaya (SYT) memiliki efek yang positif terhadap kualitas argument (KA)	13.930	Supporting Hypothesis
H7	Sumber yang terpercaya (SYT) memiliki efek yang positif terhadap niat beli (NB)	0.850	Does not support the hypothesis

Based on table 1 above, it is known that there are 4 hypotheses with T-Value less than 1.960 so it can be said that the data does not support the hypothesis. For hypotheses that are not supported, namely: (H2) Trusted sources (SYT) have a positive effect on consumer welfare (KK), (H3) Kindness (K) has a positive effect on consumer welfare (KK), (H5) Product risk (RP) has a positive effect on purchase intention (NB), (H7) Trusted sources (SYT) have a positive effect on purchase intention (NB). The remaining 3 hypotheses, namely H1, H4, H6, are supported because the T-Value is above 1.960 and thus the data in this study supports the hypothesis made.

## CONCLUSION

The findings of this study indicate that trusted sources can improve the quality of arguments that result in customers being prosperous or satisfied, thus forming an intention to purchase at Tiktokshop, especially for local fashion products. Trusted sources do not directly affect consumer welfare or purchase intention. Kindness does not affect consumer welfare. Likewise, products do not affect purchase intention at Tiktokshop for local fashion products, especially for customers in Tangerang Regency, Banten.

This study has several limitations that need to be considered. First, sample bias can affect the generalizability of the results, especially if the sample is not representative of the wider population. Second, the measurement of variables such as consumer welfare and purchase intention may not be entirely accurate, which can affect the validity of the findings. Third, the results of the study may be specific to a particular context or industry and may not apply to other products or services. Finally, the cross-sectional data used limits the ability to draw strong causal conclusions about the relationships between variables. For future research, it is recommended to expand the sample to be more representative of the wider population and use more accurate measurement methods. Further research can also consider the use of longitudinal data to identify clearer causal relationships between variables. In addition, further exploration of other factors that may influence purchasing decisions, such as product innovation or customer experience, would be beneficial.

From a managerial perspective, to encourage purchasing decisions, companies should focus on increasing trusted sources such as experience, a trustworthy reputation, and having sufficient knowledge of local fashion. The hope is that this will form a quality argument that will then provide satisfaction to customers to encourage purchasing intentions.

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