

ABSTRACT

Technological developments are currently experiencing rapid growth which makes human life easier and more practical. All things can be done through media sosial by utilizing the internet. One aspect that has experienced an increase in internet utilization is online shopping activities. The platform that is currently in great demand by the public for shopping is the TikTok Shop service. Service quality of applications and the influence of e-WOM is one of the factors that influence consumer behavior in determining purchasing decisions. This research was conducted to determine how much influence electronic service quality and electronic word of mouth simultaneously and partially have on purchasing decisions for users of the TikTok Shop service.

This research uses a quantitative method with a descriptive research type. To collect data, it was carried out using a non-probability sampling method, namely purposive sampling, and collecting it from the responses of 400 people using a questionnaire sent via media sosial platforms including Instagram, Whatsapp and Twitter. With the help of SPSS 26, the research was analyzed using descriptive analysis and multiple linear regression analysis on the processed data.

The results of the descriptive analysis revealed that the variables studied, namely electronic service quality, electronic word of mouth and purchasing decisions, were included in the good category with their respective percentages, namely electronic service quality 79,53%, electronic word of mouth 79.23%, and purchasing decisions 81,62%. The results of the hypothesis test show that partially and together electronic service quality and electronic word of mouth have a significant influence on purchasing decisions for users of the TikTok Shop service. Evidenced by $F\text{-count} (248,664) > F\text{-table} (3.01)$ and a significance value of less than 0.05, namely 0.001. 55.65% of purchasing decisions are influenced by electronic service quality and electronic word of mouth, the rest are influenced by other variables fashion involvement, promotions, hedonic shopping motivation of 44.35%.

Keyword: electronic service quality, electronic word of mouth, Purchase Decision, Tiktok Shop.