

ANALYSIS OF THE EFFECT OF CONVENIENCE, DISCOUNTS, REVIEWS AND E-WOM IN TIKTOK SHOPS ON PURCHASE INTENTION WITH CONSUMER ATTITUDE AS A MEDIATING VARIABLE

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Abstrak

Maraknya belanja online saat ini membuat daya beli masyarakat tinggi terhadap barang online. seperti yang terjadi dengan e-commerce TikTok. Boomingnya fitur toko Tiktok tak lepas dari pengaruh tersebut. Ini karena toko Tiktok menawarkan berbagai fitur yang disukai penggunaannya. Penelitian ini bertujuan untuk menganalisis pengaruh kemudahan, diskon, ulasan, dan E-WOM di toko Tiktok terhadap niat beli dengan sikap konsumen sebagai variabel mediasi. Penelitian ini difokuskan pada pengguna Tiktok khususnya yang pernah berbelanja di toko Tiktok sebagai sampel menggunakan teknik non-probability sampling dengan teknik purposive sampling. Responden dalam penelitian ini sebanyak 180 responden. Teknik analisis data menggunakan PLS-SEM dengan bantuan software SMARTPLS. Hasil penelitian menunjukkan bahwa kemudahan, diskon, ulasan, sikap konsumen berpengaruh terhadap niat beli dan E-WOM tidak berpengaruh terhadap niat beli. Sedangkan sikap konsumen secara parsial memediasi variabel kemudahan, diskon, dan E-WOM terhadap niat beli. Hal ini menunjukkan bahwa variabel sikap konsumen tidak didukung untuk memediasi variabel ulasan terhadap niat beli. Kata kunci: Kemudahan, diskon, ulasan, E-WOM, niat beli, sikap konsumen

Kata kunci: Kenyamanan, diskon, review, E-WOM, niat beli, sikap konsumen

Abstract

The rise of online shopping at this time makes people's purchasing power high for online goods. as happened with e-commerce TikTok. The booming Tiktok shop feature cannot be separated from this influence. This is because the Tiktok shop offers various features that are liked by its users. This study aims to analyze the effect of convenience, discounts, reviews, and E-WOM in TikTok shops on purchase intentions with consumer attitudes as a mediating variable. This research is focused on Tiktok users, especially those who have shopped at the TikTok shop as a sample using a non-probability sampling technique with a purposive sampling technique. Respondents in this study were 180 respondents. The data analysis technique uses PLS-SEM with the help of SMARTPLS software. The results of the study show that convenience, discounts, reviews, consumer attitudes have an effect on purchase intention and E-WOM has no effect on purchase intention. Meanwhile, consumers attitude partially mediated variables on convenience, discounts, and E-WOM on purchase intention. it is shown that the consumer attitude variable is not supported to mediate the variable reviews on purchase intention.

Keywords: Convenience, discounts, reviews, E-WOM, purchase intention, consumer attitude

1. INTRODUCTION

The world that is growing rapidly rapidly requires people all over the face of the earth to be able to adapt and live side by side with technology. Especially in the field of the internet. Everything is now very easy to find even obtained via the internet. Internet is needed to fulfill everyday life. Based on data published by WeAreSocial as of January 2023, there were 212.9 million Indonesians who are active internet users out of a total population of 277.43 million

people. This figure has increased by 10 million or 5% when compared to 2022 which only amounted to 202 million users. The internet aspect in the economic field, especially in terms of business, provides the biggest contribution which is marked by the emergence of many e-commerce. With the rise of e-commerce, there is also a lot of electronic commerce.

E-commerce is a platform used to buy and sell goods and services via the internet (Rehatalanit, 2021). One thing that cannot be separated from e-commerce is the online shopping system. Online shopping is currently in great demand and makes it easier when you want to shop anywhere and anytime without having to spend a lot of time at the store directly. Online shopping is a system of buying goods and services via the internet that has been provided by the seller and is a form of communication that does not require face-to-face contact (Setyowati, 2019).

As many as 88.1% of internet users in Indonesia have used e-commerce services to buy certain products in the last few months. One of the e-commerce that is currently widely used for online shopping and is very viral is TikTok. According to Buana and Maharani (2020) TikTok is a social media application that provides a platform for its users to experiment, express and be creative through video content. TikTok was officially launched in September 2016 under the name Douyin. Then changed the name to TikTok in 2017 to make it easier to pronounce and remember.

Table 1. Data of the largest TikTok Users in the world

No	Name	Value/Million visits
1.	Amerika Serikat	116,5
2.	Indonesia	113
3.	Brazil	84,1
4.	Meksiko	62,4
5.	Rusia	51,2
6.	Vietnam	50,6
7.	Filipina	41,4
8.	Thailand	41,1

Source: We Are Social, 2023

The TikTok shop itself is the newest feature developed by the TikTok application in April 2021. With the presence of this latest feature, it provides its own experience and uniqueness when compared to other e-commerce. Therefore, currently the TikTok shop is widely used as a shopping platform. One of the unique things in the TikTok shop is being able to shop through the existing live streaming feature and easily make purchase transactions without having to switch to other applications. This application spoils its consumers so they can watch videos and shop at the same time (Putra & R Indika, 2023).

Table 2. GMV Data for E-Commerce in Indonesia

No	Name	Percent GMV
1.	Shopee	36
2.	Tokopedia	35
3.	Bukalapak	10
4.	Lazada	10
5.	TikTok Shop	5
6.	Blibli	4

Source: CNBC Indonesia, 2023

Even though the TikTok shop is still under big e-commerce such as shopee and tokopedia, it cannot be underestimated that the TikTok shop is growing faster than its competitors. Many consumers have finally switched from large e-commerce to this TikTok shop because of the many advantages offered by the company. This is what influences consumers to intend to buy products at the TikTok shop. Even according to AppAnnie, TikTok is the number one application to encourage consumers to spend. Even though consumers don't need the product, 67% of TikTok users say that the feeling of purchase intention that arises from the advantages offered makes consumers finally consider it. Purchase intention is an act of thinking on the knowledge of a particular brand that is carried out by consumers who want to have the product (Kotler & Keller, 2016). With the advantages offered such as ease of application, discounts on each product, reviews from other consumers who have previously purchased a product, and E-WOM from tiktok shop users, it makes other users interested and have a sense of purchase intention in this application, moreover, consumer attitudes are also needed for this to emerge.

Much research has been done on purchase intention, such as Hamouda and Tabbane (2013). But there are not many studies that focus on the variables of ease of use, product discounts, other user reviews, and E-WOM for now. Therefore, this study aims to analyze and discuss the effect of convenience, discounts, reviews, and E-WOM in the TikTok shop on purchase intentions with consumer attitudes as a mediating variable. This research will contribute to the literature on purchase intentions, especially for TikTok shop users.

2. METHOD

The type of research used in research using quantitative methods. The population in this study is the user of the Tiktok application. The sampling technique in this study is purposive sampling. The sample criteria in this study consist of: (1) minimum age of 15 years, (2) Tiktok application users, (3) ever shopped at the Tiktok Shop. Based on the calculations, the number of samples used in this study were 150 respondents. Primary data is data obtained

directly by researchers (Sugiyono, 2014). Data obtained through the answers of respondents using a closed questionnaire type. The analysis process is carried out using the Smart PLS application.

3. RESULT AND DISCUSSION

3.1. The Result

To establish the measurement model, several tests on the outer model must be run, including validity, reliability, and multicollinearity tests. So, the following are the sample criteria for this study:

Table 3. Sample Characteristics

		Frequency	Percentage
Gender	Female	131	72,8%
	Male	49	27,2%
Age	15-20	52	28,9%
	21-25	124	68,9%
	26-30	2	1,1%
	31-35	0	0%
	>35	2	1,1%
Work	Student/College student	157	87,2%
	PNS	0	0%
	Privat Sector Employee	9	5%
	Entrepreneur	3	1,7%
	Other	11	6,1%
Income	<Rp 1.000.000	101	56,1%
	Rp 1.000.000-3.000.000	58	32,2%
	Rp 3.000.000-5.000.000	14	7,8%
	>Rp 5.000.000	7	3,9%
City of Origin	Bali	2	1%
	Balikpapan	2	1%
	Bandung	7	4%
	Batam	1	0,6%
	Bekasi	1	0,6%
	Bengkulu	1	0,6%
	Blora	1	0,6%
	Bogor	1	0,6%
	Bojonegoro	1	0,6%
	Boyolali	9	5,0%
	Brebes	1	0,6%
	Demak	1	0,6%
	Gresik	1	0,6%
	Grobogan	3	1,7%
	Jakarta	2	1,1%
	Karanganyar	7	3,9%
	Karawang	1	0,6%

		Frequency	Percentage
	Kendal	1	0,6%
	Klaten	6	3,3%
	Kudus	1	0,6%
	Lampung	1	0,6%
	Madiun	2	1,1%
	Magetan	2	1,1%
	Malang	1	0,6%
	Manado	1	0,6%
	Medan	1	0,6%
	Merauke	1	0,6%
	Ngawi	2	1,1%
	Pacitan	1	0,6%
	Palangkaraya	1	0,6%
	Palembang	1	0,6%
	Pati	2	1,1%
	Pekalongan	3	1,7%
	Ponorogo	1	0,6%
	Pontianak	1	0,6%
	Purwodadi	4	2,2%
	Rembang	3	1,7%
	Samarinda	4	2,2%
	Sangatta	3	1,7%
	Semarang	1	0,6%
	Singkawang	1	0,6%
	Situbondo	1	0,6%
	Sragen	8	4,4%
	Sukoharjo	7	3,9%
	Surakarta	72	40%
	Tangerang	1	0,6%
	Temanggung	1	0,6%
	Wonogiri	3	1,7%
	Fashion	82	45,6%
Products Ever Purchased	Electronic Goods	19	10,6%
	Household Goods	4	2,2%
	Beauty Product	49	27,2%
	Food and Drink	18	10%
	Other	8	4,4%

Source: Primary Analysis Data, 2023.

Based on Table 3 above, total sample of this study are 180 respondents that gained from questionnaire. There were 131 female respondents or 72.8% and 49 male respondents or 27.2% with a total of 180 respondents. So it can be concluded that the respondents with the female gender is the dominant one. The respondents in this study were dominated by the ages of 21-25 as many as 124 people or 68.9%, while at the age of 15-20 as many as 52 people or 28.9%, for the age of 26-30 there were 2 people or 1.1%, then 31-35 there were no

respondents at that age, and finally at the age of more than 35 as many as 2 people or 1.1% were the same as 26-30 years. This shows that respondents aged 21-25 years are dominating. In this study were dominated by students as many as 87.2% or 157 people, for 0% or no respondents who worked as PNS in this study respondents, while for private employees as many as 5% or 9 people, then for entrepreneurs as much as 1.7% or 3 people, the rest worked in other sectors as much as 6.1% or as many as 11 people. that respondents who have an income of less than IDR 1,000,000 are 56.1% or 101 people, while for those who have an income of IDR 1,000,000-3,000,000 there are 32.2% or 58 people, then those with an income of IDR 3,000,000-5,000,000 are 7.8% or as many as 14 people and finally on income of more than IDR 5.0 00,000 as much as 3.9% or 7 people. respondents who filled out the research questionnaire came from 48 cities in Indonesia. Which is dominated by the city of Surakarta as much as 40.0% or 72 people. 45.6% or 82 people bought fashion products, 10.6% or 19 people bought electronic goods, 2.2% or 4 people household goods, 27.2% or 49 people beauty products, 10% or 18 food and beverage products and finally 4.4% or 8 other products.

3.1.1 Convergent Validity and Discriminant Validity

The outer loading value or loading factor is employed to evaluate the convergent validity. If the outer loading value is more than 0.70, an indicator is said to fulfill convergent validity in the good category. The cross loading value is used in the discriminant validity test. If an indicator's cross loading value on a variable is higher than that of the other variables, it is said to have discriminant validity.

Table 4. Outer Loading Value and Cross Loading Value

Variable	Indicator	Outer/Cross Loading	AVE	Conclusion
Convenience (X1)	X1.1	0.824	0.717	Valid
	X1.2	0.834		Valid
	X1.3	0.833		Valid
	X1.4	0.875		Valid
	X1.5	0.867		Valid
Discounts (X2)	X2.1	0.823	0.698	Valid
	X2.2	0.836		Valid
	X2.3	0.843		Valid
	X2.4	0.840		Valid
Reviews (X3)	X3.1	0.811	0.663	Valid
	X3.2	0.841		Valid
	X3.3	0.837		Valid
	X3.4	0.798		Valid
	X3.5	0.784		Valid
E-WOM (X4)	X4.1	0.737	0.702	Valid
	X4.2	0.866		Valid
	X4.3	0.852		Valid

	X4.4	0.854		Valid
	X4.5	0.872		Valid
Purchase Intention (Y)	Y1	0.914	0.820	Valid
	Y2	0.909		Valid
	Y3	0.893		Valid
Consumer Attitude (Z)	Z1	0.895	0.843	Valid
	Z2	0.941		Valid
	Z3	0.919		Valid

Source: Primary Analysis Data, 2023.

Based on the outcomes of data processing using SmartPLS, which are shown in table 4.7, it can be concluded that all variable indicators are valid and satisfy convergent validity when the outer loading value is more than 0.5. There are a number of study variable indicators with cross or outer loading values greater than 0.7.

With a Convenience variable value of 0.717, a Discount variable value of 0.698, a Reviews variable value of 0.663, an E-WOM variable value of 0.702, a Purchase Intention variable value of 0.820, and a Consumer Attitude variable value of 0.843, each variable exhibits an Average Variance Extracted (AVE) value > 0.5 . This demonstrates that each variable in this study is legitimate.

3.1.2 Reliability Test

When measuring a notion or construct, reliability refers to the degree of consistency and stability of measuring equipment or research tools. Reliability may be assessed using Cronbach's Alpha. This number indicates the consistency of all the model's indicators. The optimal value is 0.8 or 0.9, whereas the minimal value is 0.7. The value of c (composite dependability), which has the same meaning as Cronbach's Alpha, is frequently employed in addition to Cronbach's Alpha.

Table 5. Validity and Reliability Test

Variable	Statement	Cronbach's Alpha	Composite Reliability
Convenience (X1)	Valid - Reliable	0.902	0.927
Discounts (X2)	Valid - Reliable	0.856	0.902
Reviews (X3)	Valid - Reliable	0.873	0.908
E-WOM (X4)	Valid - Reliable	0.893	0.921
Purchase Intention (Y)	Valid - Reliable	0.890	0.932
Consumer Attitude (Z)	Valid - Reliable	0.907	0.942

Source: Primary Analysis Data, 2023.

Each variable has a composite reliability and a cronbach's alpha value between 0.902 and 0.927 for the Convenience (X1), 0.856 and 0.873 for the Discount (X2), , 0.873 and 0.908 for the Reviews (X3), 0.893 and 0.912 for the E-WOM (X4), 0.890 and 0.932 for the

Purchase Intention (Y), and 0.907 and 0.942 for the Consumer Attitude variable (Z). This demonstrates that each variable employed in this investigation was trustworthy and valid.

3.1.3 Multicollinearity Test

By examining the correlation between independent variables, the multicollinearity test seeks to identify multicollinearity between variables. The tolerance value and variance inflation factor (VIF) can be used to determine the results of the multicollinearity test. A cut-off value that indicates a tolerance value > 0.1 or the same as a VIF value 5 can be used to identify multicollinearity.

Table 6. Collinearity Statistics Value (VIF)

Indicator	VIF Value
X1.1	2,571
X1.2	2,724
X1.3	2,380
X1.4	3,070
X1.5	3,107
X2.1	2,009
X2.2	2,067
X2.3	2,105
X2.4	2,056
X3.1	1,998
X3.2	2,163
X3.3	2,099
X3.4	1,913
X3.5	1,878
X4.1	1,609
X4.2	2,631
X4.3	2,649
X4.4	2,370
X4.5	2,756
Y1	2,801
Y2	2,704
Y3	2,396
Z1	2,507
Z2	3,969
Z3	3,271

Source: Primary Analysis Data, 2023

Table 6 above shows the results of the multicollinearity test together with the variables' findings using collinearity statistics (VIF). This does not fail the multicollinearity test since each variable has a cut-off value greater than 0.1 or equivalent to a VIF value lower than 5.

3.1.4 Goodness of Fit Test

To demonstrate the link between the manifest and latent variables of the primary mediator

factors, outcomes, and predictor variables in a complex model, structural model evaluation is used. How much of the dependent variable is satisfied by other variables is determined by the size of the determination coefficient (R-square). Results for the structural model's dependent latent variable that are 0.67 and higher show that the independent variable has an impact on the dependent variable in the "good" category. In the meanwhile, if the result is between 0.33 and 0.67, it falls under the moderate group, and if it is between 0.19 and 0.33, it falls under the weak category.

Table 7. R-Square Value

Variabel	R Square	R Square Adjusted
Consumer Attitude	0,625	0,616
Purchase Intention	0,822	0,817

Source: Primary Analysis Data, 2023

The customer attitude variable has a value of 0.625, or 62.5%, according to the data above, while the buy intention variable has a value of 0.882, or 88.2%. Consequently, it might be said to have a high worth.

The Q-Square exam comes next. Similar to the coefficient of determination (R-Square) in regression analysis, the Q-Square value indicates how well the model fits the data. The greater the Q-Square number, the better the model may be considered to be. Following are the computation's Q-Square results:

$$\begin{aligned}
 \text{Q-Square} &= 1 - [(1 - R^2_1) \times (1 - R^2_2)] & (1) \\
 &= 1 - [(1 - 0,625) \times (1 - 0,822)] \\
 &= 1 - (0,375 \times 0,178) \\
 &= 1 - 0,066 \\
 &= 0,934
 \end{aligned}$$

The study's findings were used to get a Q-Square value of 0.934. This demonstrates the wide range of the research data that can be described by the research model, which accounts for 93.4% of them. However, 0.66, or 6.6%, of the research data can still be explained by other factors outside of this research model, which has a decent goodness of fit.

3.1.5 Hypothesis Test

By examining the T statistics and P values, the results from the data processing may be utilized to determine if the study's hypothesis is true. If the T statistic is more than 1.96 (t-table significance level of 5%), the effect is significant, and the P value is less than 0.05, the hypothesis is deemed to be true.

Table 8. Path Coefficient Value (Direct Effect)

Variable	Hypothesis	Original Sample	T-Statistic	P-Values	Conclusion
Convenience (X1)→Purchase Intention (Y)	H1	0.488	7.442	0.000	Positive Significant
Discount (X2)→Purchase Intention (Y)	H2	0.259	2.778	0.006	Positive Significant
Reviews (X3)→Purchase Intention(Y)	H3	0.295	4.74	0.000	Positive Significant
E-Wom (X4)→Purchase Intention (Y)	H4	0.314	4.266	0.000	Positive Significant
Convenience (X1)→Consumer Attitude (Z)	H5	0.184	3.115	0.002	Positive Significant
Discount (X2)→Consumer Attitude (Z)	H6	0.286	3.888	0.000	Positive Significant
Reviews (X3)→Consumer Attitude (Z)	H7	-0.092	1.395	0.164	Not Significant
E-Wom (X4)→Consumer Attitude (Z)	H8	0.079	0.816	0.415	Not Significant
Consumer Attitude (Z)→Purchase Intention (Y)	H9	0.139	1.996	0.046	Positive Significant

Based on the results of the direct effect in the table 8 above, it can be interpreted as follows:

- 1) Testing the first hypothesis is whether convenience has a positive and significant effect on purchase intention. The T-statistic value of 7.442 > 1.96 and the P value of 0.000 < 0.05 both point to this. Therefore, it may be said that the first hypothesis is accepted.
- 2) Testing the second hypothesis is whether the discount has a positive and significant effect on purchase intention. The T-statistic value of 2.778 > 1.96 and the P value of 0.006 < 0.05 suggest this. Therefore, it may be said that the second hypothesis is accepted.
- 3) The third hypothesis testing is whether reviews have a positive and significant effect on purchase intention. The T-statistic value of 4.74 > 1.96 and the P value of 0.000 < 0.05 both support this. Therefore, it may be said that the third hypothesis is accepted.
- 4) Testing the fourth hypothesis is whether E-WOM has a positive and significant effect on purchase intention. The T-statistic value of 4.266 > 1.96 and the P value of 0.000 < 0.05 both support this. Therefore, it may be said that the fourth hypothesis is accepted.

both point to this conclusion. Therefore, it may be said that the fourth hypothesis is not accepted.

- 5) Testing the fifth hypothesis is whether convenience has a positive and significant effect on consumer attitudes. The T-statistic value of $2.778 > 1.96$ and the P value of $0.006 < 0.05$ both point to this. Thus, it may be said that the fifth hypothesis is accepted.
- 6) Testing the sixth hypothesis is whether discounts have a positive and significant effect on consumer attitudes. The T-statistic value of $4.266 > 1.96$ and the P value of $0.000 < 0.05$ support this. Thus, it may be said that the sixth hypothesis is accepted.
- 7) Testing the seventh hypothesis is whether reviews have a positive and significant effect on consumer attitudes. The T-statistic value of $0.861 < 1.96$ and the P value of $0.415 > 0.05$ both point to this conclusion. Therefore, it may be said that the seventh hypothesis is not accepted.
- 8) Testing the eighth hypothesis is whether E-WOM has a positive and significant effect on consumer attitudes. The T-statistic value of $3.888 > 1.96$ and the P value of $0.000 < 0.05$ show that this is the case. Therefore, it may be said that the ninth hypothesis is accepted.
- 9) Whether customer attitudes have a favorable and substantial impact on purchase intentions is being tested as the ninth hypothesis. The bootstrapping test's table route coefficients indicate that customer attitudes significantly positively affect purchase intentions. The T-statistic value of $7.442 > 1.96$ and the P value of $0.000 < 0.05$ support this. Therefore, it may be said that the ninth hypothesis is accepted since customer attitudes have a positive and considerable impact on purchase intentions.

Table 9. Indirect Effect

Variable	Original Sample	T-Statistic	P-Values	Conclusion
Convenience (X1)→Consumer Attitude (Z) →Purchase Intention (Y)	0.126	2.749	0.006	Significant
Discount (X2)→Consumer Attitude (Z) →Purchase Intention (Y)	0.153	3.638	0	Significant
Reviews (X3)→Consumer Attitude (Z) →Purchase Intention (Y)	0.14	3.465	0.001	Significant
E-Wom (X4)→Consumer Attitude (Z) →Purchase	0.038	0.791	0.429	Not Significant

Based on the results of the indirect effect in the table 4.17 above, the tenth hypothesis tests whether consumer attitudes mediate convenience, discounts, reviews, and E-WOM on purchase intentions. Consumer attitude partially mediated variable on convenience, discounts, and E-WOM on purchase intention. The test results on the intermediate path coefficient reviews show that the P value > 0.05 , namely 0.429. It is shown that variable consumer attitude is not supported to mediate the variable reviews on purchase intention.

3.2 Discussion

This research shows that there are several things in the TikTok shop application that make people interested in using it. From Figure 2.1, the research model shows that the variables of convenience, discounts, reviews, E-WOM, consumer attitudes, and purchase intentions in e-commerce can be well received by the public. With this measurement, it will generate trust and loyalty from the public to make good use of this application in their daily lives.

The convenience variable has a positive influence on attitudes and purchase intentions in this application. With the various conveniences offered at the Tiktok shop, it makes consumers comfortable and happy in making their purchase transactions. An application that is easy to use is the main key to achieving its success and is loved by all users. This is in line with research conducted by Moslehpour et al (2018) that convenience has a positive effect on purchase intention. The same as the research conducted by Pratama (2020) that convenience has a positive effect on consumer attitudes.

Furthermore, the discount variable has a positive influence on consumer attitudes as well as purchase intentions. Sellers offer their products at discounted prices to attract buyers. it is proven that the discounts offered in this application have an extraordinary impact on sellers and companies. There by increasing existing sales and profits. Consumers are naturally aware that they are very interested in discounted prices that are different from the original price offered, therefore that drives them to have the intention to buy. This is in line with research conducted by Jaya (2015) that discounts have a positive effect on purchase intention. Then, research conducted by Dewi and Kusumawati (2018) also in line with this research that discounts have a positive effect on consumer attitudes.

For the E-WOM variable, it has no significant effect on purchase intention. This shows that this research is in contrast to research conducted by Hamouda and Tabbane (2013) that E-WOM has a positive effect on purchase intention. Even though E-WOM is very helpful in every existing e-commerce activity, it turns out that there are several factors that make E-

WOM have no effect on purchase intentions. Review variables that have a significant effect on purchase intention. This research is in line with research conducted by Ramadhani et al (2021). Consumers before purchasing a product will see the reviews left by previous consumers. This review itself is a feature prepared by the online store. In contrast to E-WOM which is prepared by consumers themselves through their respective accounts. However, the review has not significant effect on consumer attitudes. This research is in contrast to research conducted by Sudirman (2018). Because consumer attitudes are more influenced by the results of E-WOM which are carried out directly by the consumers themselves through their own accounts.

Consumer attitudes influence purchase intentions. This shows that this research is in line with research conducted by Mandasari and Nurcaya (2013) that consumer attitudes have a positive effect on purchase intentions. Attitude determines how consumers will be interested in and provide an assessment for a product, which in turn will consider having a purchase intention for that product.

4. CLOSING

4.1 Conclusion

Based on the findings of the analysis using partial least squares (PLS) that has been done for study and discussion Convenience influences purchasing intention in a good and substantial way. Discount significantly and favorably influences consumers' intent to buy. Purchase intention is positively and significantly impacted by reviews. Purchase intention is negatively and significantly impacted by e-WOM. Consumer views are positively and significantly impacted by convenience. Discounts significantly and favorably affect customer perceptions. Consumer opinions are negatively and significantly impacted by reviews. Consumer perceptions are positively and significantly impacted by e-WOM. Purchase intentions are positively and significantly impacted by consumer opinions. Consumer attitude partially mediated variable on convenience, discounts, and E-WOM on purchase intention.

4.2 Sugestion

- 1) It is hoped that future research will use newer research objects by looking at the current situation and conditions.
- 2) This research only uses a few general variables, so it is hoped that further research can add new variables.
- 3) It is hoped that future research will cover a wider range of respondents, not just students.

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