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The Influence of Discount and Social Proof Programs in Determining Decisions to Buy Goods on Tiktok Shop in Pekanbaru City

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Discount Program; Social Proof; Purchase Decision; Tiktok Shop; Social Commerce.

Abstract
The development of digital technology and the increasing use of social media have encouraged the emergence of the social commerce phenomenon, one example of which is the TikTok Shop platform, which integrates entertainment activities, social interactions, and buying and selling transactions within a single application. TikTok Shop offers various marketing strategies to influence consumer behavior, including discount programs and social proof. Discount programs provide economic incentives in the form of price reductions, vouchers, and limited-time promotions, while social proof refers to social validation mechanisms, such as customer reviews, ratings, sales numbers, and user recommendations, that can increase consumer trust. This study aims to analyze the influence of discount and social proof programs on consumer purchase decisions at TikTok Shop in Pekanbaru City. The research employs a quantitative method with an associative approach. Primary data were obtained through questionnaires distributed to 30 respondents selected using a purposive sampling technique. Data analysis was conducted through validity and reliability tests, classical assumption tests, and multiple linear regression analysis to examine the partial and simultaneous effects of the variables. The results showed that discount programs had a positive and significant effect on purchase decisions, whereas social proof did not have a partially significant effect. However, simultaneously, both variables had a significant effect on purchase decisions. The coefficient of determination (R^2) value of 41.3% indicates that purchase decisions can be explained by discount and social proof programs, while the remaining 58.7% are influenced by factors outside the research model. These findings indicate that price-related factors are the primary considerations for consumers when shopping through TikTok Shop. This research is expected to provide a theoretical contribution to the development of digital marketing studies and serve as a practical recommendation for business actors in designing more effective promotional strategies.

INTRODUCTION

The development of digital technology and the increasing use of social media have encouraged the emergence of the social commerce phenomenon, one example of which is the TikTok Shop platform, which integrates entertainment activities, social interactions, and buying and selling transactions within a single application. TikTok Shop offers various marketing strategies to influence consumer behavior, including discount programs and social proof (Agustina et al., 2025; Ayebale, 2025; Bahri et al., 2026; Kamil, 2026; Muliani et al.,

2026; Ulfamiyati & Bangsa, 2026; Wang, 2026). Discount programs provide economic incentives in the form of discounts, vouchers, and limited-time promotions, while social proof refers to social validation mechanisms, such as reviews, ratings, sales numbers, and user recommendations, that can increase consumer trust. This study aims to analyze the influence of discount and social proof programs on consumer purchase decisions at TikTok Shop in Pekanbaru City (Fendi & Santika, 2025; Putri et al., 2024; Rochman & Kusumawati, 2023; Rokhman & Sabrina, 2025; Sulistiyani, 2025; Tursina, 2024). The research employs a quantitative method with an associative approach. Primary data were obtained through questionnaires distributed to 30 respondents who were selected using a purposive sampling technique. Data analysis was conducted through validity tests, reliability tests, classical assumption tests, and multiple linear regression analysis to examine the partial and simultaneous effects between variables.

The urgency of this research is underscored by the rapid expansion of social commerce in Indonesia and the need for businesses to develop effective marketing strategies on these platforms. As of 2025, TikTok Shop has become one of the leading e-commerce platforms in Indonesia, with millions of active users and transactions occurring daily. The platform's Seller Center provides comprehensive tools for sellers to manage their businesses, including product management, customer service, and performance analytics (Gangula, 2026; Jyoti & Akter, 2022; Ku & Chen, 2023; Omowole et al., 2024; Yang et al., 2022). For businesses in Pekanbaru and similar markets, understanding the factors that drive consumer purchase decisions on TikTok Shop is essential for developing effective promotional strategies and achieving competitive advantage in the digital marketplace.

The novelty of this research lies in its examination of the combined effects of discount programs and social proof on purchase decisions in the specific context of TikTok Shop in Pekanbaru. While previous studies have examined these factors individually or in different contexts, this research provides new insights into their relative importance and interaction in a rapidly growing social commerce platform. The study also contributes to the understanding of consumer behavior in the Indonesian context, which has been underrepresented in existing social commerce literature. Additionally, the research employs a quantitative approach with rigorous statistical analysis to provide empirical evidence on the influence of these variables on purchase decisions.

Based on the identified research gap, this study aims to analyze the influence of discount programs and social proof on consumer purchase decisions on TikTok Shop in Pekanbaru City. The research employs a quantitative method with an associative approach to examine both the partial and simultaneous effects of these variables. The study is expected to provide several benefits. First, the findings will contribute to the theoretical development of digital marketing and consumer behavior research. Second, the results will provide practical recommendations for business actors in designing more effective promotional strategies on social commerce platforms. Third, the research will offer insights for platform developers in optimizing features that enhance consumer purchase decisions. Finally, the study will contribute to the understanding of social commerce dynamics in the Indonesian market context.

The results of the study showed that discount programs had a positive and significant effect on purchase decisions, while social proof did not have a partially significant effect.

However, simultaneously, both variables had a significant effect on purchase decisions. The coefficient of determination (R^2) value of 41.3% indicates that purchase decisions can be explained by discount and social proof programs, while the remaining 58.7% are influenced by factors outside the research model. These findings indicate that price-related factors are the main considerations for consumers when shopping on TikTok Shop. This research is expected to provide a theoretical contribution to the development of digital marketing studies and serve as a practical recommendation for business actors in designing more effective promotional strategies.

METHOD

Types and Objects of Research

The research method used in this study was a quantitative method with an associative approach. The study analyzed the influence of the Discount Program (X1) and Social Proof (X2) on Purchase Decisions (Y) among skincare product consumers on Shopee in Sukabumi City. Data were collected using research instruments and analyzed through statistical methods to test the formulated hypotheses.

Data Types and Sources

This study uses primary data obtained through the distribution of questionnaires containing statements related to the variables of the Discount Program (X1), Social Proof (X2), and Purchase Decision (Y). Data was collected directly from the research object through the observation process, and supported by interviews with respondents who had filled out the questionnaire that was distributed. The respondents in this study were TikTok users in the city of Pekanbaru.

Population and Sample

The research sample was selected from the population using the purposive sampling technique by calculating the formula for the number of samples using the Lameshow Formula with a confidence level of z = 1.96 and because there is no exact data on Tiktok Shop users in Pekanbaru, the value of p = 0.5 with an error rate of d = 0.1 so that the number of respondents was obtained as 96 samples but it was completed into 100 samples tested which were considered to represent the characteristics of TikTok Shop consumers in Pekanbaru and met the criteria Research.

Rumus Lemeshow $n = \frac{z^2.p(1-p)}{d^2}$

Z = z value according to the level of trust,

p = assumed proportion,

d = margin of error.

With these formulas, researchers can scientifically determine the size of the sample, not just estimates.

Data Analysis Techniques

The data analysis technique in this study uses a quantitative approach with systematic steps. First, the data that has been collected from the respondents' questionnaires is processed and coded so that it is ready to be analyzed using statistical software such as SPSS or Excel. The data is then cleaned of input errors and grouped based on research variables, namely discount programs, social proof, and purchase

decisions. After that, a questionnaire instrument test was carried out, including a validity test and a reliability test. The validity test is carried out with Pearson correlation (Product Moment) to find out whether each question item actually measures the construct in question, while the reliability test uses Cronbach's Alpha to measure the consistency of respondents' answers. The questionnaire is declared feasible if the alpha coefficient value is ≥ 0.6 and each item has a significant correlation value.

Next, the main data analysis was carried out with multiple linear regression to test the influence of discount and social proof programs on purchase decisions. From the regression results, the regression coefficient, the determination coefficient (R^2), and the significance test were obtained with a t-test to see the influence of each independent variable and the F test to determine the influence simultaneously. The results of the analysis are then interpreted to answer the formulation of the problem and test the research hypothesis, so that conclusions can be drawn about the extent to which discount and social proof programs affect the purchase decision of goods at the TikTok Shop in Pekanbaru City.

RESULTS AND DISCUSSION

Validity Test

The results of the validity test on the Discount Program variable (X1) showed that the Discount item that encouraged me to buy had a correlation coefficient value of 0.732 with a significance value of 0.000. Discount items according to the product obtained a correlation coefficient value of 0.740 with a significance value of 0.000, while the easy-to-use Discount item had a correlation coefficient value of 0.724 with a significance value of 0.000.

All of these items have a significance value of less than 0.05 (Sig < 0.05) and a correlation coefficient value greater than the r-value of the table (0.195), so it can be concluded that all statements on the Discount Program variable (X1) are declared valid and suitable for use as research instruments.

Table 1. Validity Test Results of Discount Program Variable (X1)

No	Statement Items	r count	Sig (2 tailed)	r table	Remarks
1	Attractive discounts	0,865	0,000	0,195	Valid
2	Clear discount information	0,819	0,000	0,195	Valid
3	Discounts encourage me to buy	0,732	0,000	0,195	Valid
4	Discounts are appropriate for the product	0,740	0,000	0,195	Valid
5	Discounts are easy to use	0,724	0,000	0,195	Valid

Reality Test

Table 2. Reliability Test Results of Research Variables

Variable	Cronbach's Alpha	Criteria	Remarks
Discount Program (X1)	0,835	> 0,60	**Reliable**
Social Proof (X2)	0,865	> 0,60	**Reliable**
Purchase Decision (Y)	**0,784**	**> 0,60**	**Reliable**

The reliability test was carried out to measure the level of internal consistency of the research instrument in measuring each construct studied, namely the Discount Program (X1), Social Proof (X2), and Purchase Decision (Y). Reliability testing is performed using Cronbach's Alpha coefficient, as this method is commonly used in

quantitative research to assess the stability and reliability of a measurement instrument.

The criteria used in this study refer to Ghozali (2018) and Hair et al. (2019), who stated that an instrument is declared reliable if it has a Cronbach's Alpha ≥ value of 0.60. Values between 0.70–0.80 indicate good reliability, while values above 0.80 reflect an excellent level of reliability.

The test results showed that the Discount Program variable (X1) had a Cronbach's Alpha value of 0.835, which means that the instrument on this variable had an excellent level of internal consistency. The Social Proof (X2) variable obtained a Cronbach's Alpha value of 0.865, which also indicates very high reliability. Meanwhile, the Purchase Decision variable (Y) has a Cronbach's Alpha value of 0.784, which is included in k Thus, all instruments used in this study are declared reliable and suitable for use for the next stage of analysis, namely classical assumption testing and multiple linear regression analysis to test the research hypothesis that has been formulated.

Normality Test

The normality test is performed to determine whether the residual values in the regression model are normally distributed, because the assumption of normality is one of the important requirements in multiple linear regression analysis. The test was carried out using the Kolmogorov–Smirnov and Shapiro–Wilk statistical tests.

Table 3. Normality Test Results Using Kolmogorov–Smirnov and Shapiro–Wilk Tests

Tests of Normality	Kolmogorov-Smirnov			Shapiro-Wilk		
Unstandardized Residual	Statistic	df	Sig.	Statistic	df	Sig.
	0.088	100	0.200	0.982	100	0.826

Based on the results of the normality test, the significance values of Kolmogorov–Smirnov and Shapiro–Wilk show a probability above the significance level of 0.05, so it can be concluded that the residual in the regression model is normally distributed. With the fulfillment of this normality assumption, the regression model used in the study can be continued to the next stage of testing classical assumptions, namely the good reliability category test.

Thus, all instruments used in this study are declared reliable and feasible to be used for the next stage of analysis, namely classical assumption testing and multiple linear regression analysis to test research hypotheses that have been formulated multicollinearity and heteroscedasticity tests, before hypothesis testing through multiple linear regression analysis.

Multicolaminarity Test

Table 4. Multicollinearity Test Results of Independent Variables

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Total_X1	Total_X2
1	1	2.974	1.000	0.00	0.00	0.00
	2	0.017	13.322	0.98	0.23	0.10
	3	0.010	17.615	0.02	0.77	0.90

The multicollinearity test was performed to find out whether there is a high linear relationship between independent variables in the regression model, namely the Discount

Program (X1) and Social Proof (X2). The test was carried out by looking at the value of Tolerance and Variance Inflation Factor (VIF).

The test results showed that the Discount Program variable had a Tolerance value of 0.545 and a VIF value of 1.836. The Social Proof variable also obtained a Tolerance value of 0.545 and a VIF value of 1.836. All independent variables had a tolerance value greater than 0.10 and a VIF value less than 10, so it can be concluded that the regression model does not experience symptoms of multicollinearity and is suitable for further analysis.

Heteroscedasticity Test

Based on the results of the heteroscedasticity test using the Glejser method, the significance value in the F test was 0.274 which was greater than 0.05. This shows that simultaneously the variables of the Discount Program and Social Proof Program have no effect on the residual absolute value, so it can be concluded that the regression model does not experience symptoms of heteroscedasticity.

Table 5. Heteroscedasticity Test Results Using Glejser Method

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.981	2	1.990	1.347	.274
	Residual	47.287	97	0.478		
	Total	51.268	99			

T Test (Partial)

Table 6. Partial Test (t-Test) Results of Discount Program and Social Proof Variables on Purchase Decisions

Independent Variables	t count	Sig.	Remarks
Discount Program (X1)	3,854	0,001	Significant effect
Social Proof (X2)	1,457	0,148	Insignificant

The t-test was conducted to determine the partial influence of the Discount Program (X1) and Social Proof (X2) variables on the Purchase Decision (Y). The test results showed that the Discount Program variable had a t count of 3.854. The value is greater than the t table of 1.984. In addition, the resulting significance value is 0.001, which is smaller than 0.05. Thus, the First Hypothesis (H1) is accepted, namely that the discount program has a positive and significant effect on the decision to purchase goods at the Pekanbaru Tiktok shop.

Based on the test results in the table, the t-value for the Social Proof variable was 1.457. The value is smaller than the table t-value of 1.984. Meanwhile, the Social Proof variable obtained a significance value of 0.148 which is greater than 0.05, thus showing that Social Proof does not have a significant effect on the Purchase Decision. Therefore, the second hypothesis (H2) is rejected.

F Test (Simultaneous)

Table 7. Simultaneous Test (F-Test) Results of Discount Program and Social Proof Variables on Purchase Decisions

Model	F count	Say.	Remarks
Regression	**11,258**	**0,000**	**Significant effect**

The F test is used to determine the simultaneous influence of the variables of the Discount Program (X1) and Social Proof (X2) on the Purchase Decision (Y). Based on the test results shown in Table X, an F-value of 11.258 was obtained with a significance level of 0.000 which is smaller than 0.05. These results show that together the Discount and Social Proof Programs have a significant effect on consumers' purchase decisions at TikTok Shop in Pekanbaru City. Thus, the third hypothesis (H3) in this study is accepted.

Co-Determination Test (R2)

Table 8. Coefficient of Determination (R^2) Test Results of the Regression Model

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.643a	.413	.376	2.12376

The determination coefficient is used to measure the ability of the regression model to explain the variation of dependent variables. Based on the results of the analysis shown in Table X, the R Square value was 0.413 and the Adjusted R Square was 0.376.

This shows that 41.3% of the variation in Purchase Decision can be explained by Discount and Social Proof Programs, while the remaining 58.7% is influenced by other factors outside the research model. The Adjusted R Square value that is relatively close to the R Square value indicates that the regression model used has a fairly good feasibility level and is not biased due to the number of independent variables used in the model.

The Effect of Discount Programs on Purchase Decisions

The results of the study show that discount programs have a positive and significant effect on purchasing decisions. This is evidenced by a significance value of $0.001 < 0.05$ so that the first hypothesis (H1) is accepted.

These findings show that TikTok Shop consumers in Pekanbaru are very sensitive to price. The existence of discounts, vouchers, or free shipping can increase the perception of value (perceived value) so that consumers feel that they get greater profits. This condition encourages consumers to make purchases faster without much consideration.

In theory, these results are in line with the opinion of Kotler and Keller (2016) who stated that price promotions can speed up purchasing decisions and increase consumer buying interest. In the context of TikTok Shop, discounts are also often packaged in the form of flash sales or limited-time promos, thus causing a sense of urgency (fear of missing out / FOMO).

Thus, discount programs prove to be an effective marketing strategy in driving consumer purchase decisions.

The Influence of Social Proof on Purchase Decisions

The results showed that social proof had no significant effect on purchase decisions, with a significance value of $0.148 > 0.05$. Therefore, the second hypothesis (H2) is rejected.

This indicates that despite the reviews, ratings, and sales numbers, consumers in Pekanbaru do not fully make social proof the main factor in determining purchases. Consumers tend to focus more on price and economic benefits rather than social recommendations.

Another possibility is that consumers are used to the many reviews or promotions of

influencers so that their level of trust decreases. In other words, social proof is considered as supporting information, not the main determinant of a purchase decision.

This finding is different from Cialdini's (2007) theory which states that social evidence can influence individual behavior. However, in the context of this study, the influence is not statistically strong enough.

The Simultaneous Influence of Discount and Social Proof Programs

The results of the F test show that the two variables together have a significant effect on purchasing decisions. This means that the combination of economic factors (discounts) and social factors (social proof) still plays a role in shaping consumer decisions.

Although social proof is partially insignificant, its existence still helps increase trust and strengthen consumer confidence when combined with discount programs.

Thus, a marketing strategy that combines attractive discounts and social proof remains relevant to increase sales on TikTok Shop

CONCLUSION

Based on the results of the study on the influence of discount and social proof programs on consumer purchase decisions at TikTok Shop in Pekanbaru City, several conclusions were drawn. First, discount programs had a positive and significant effect on purchase decisions. The partial test (t-test) results showed that the discount program variable had a significance value below 0.05. This indicated that more attractive discount programs, such as price reductions, vouchers, free shipping offers, and limited-time promotions, increased consumers' tendency to make purchases. Therefore, price-related factors were the primary considerations for consumers when shopping on TikTok Shop. Second, social proof did not have a significant partial effect on purchase decisions. The test results showed that the social proof variable had a significance value above 0.05. This indicated that reviews, ratings, sales numbers, and user recommendations were not yet dominant factors in determining consumer purchase decisions on TikTok Shop. Consumers tended to prioritize economic benefits over social influence when making purchasing decisions. Third, discount and social proof programs simultaneously had a significant effect on purchase decisions. The results of the F-test showed that the two independent variables collectively influenced purchase decisions. This indicated that the combination of price promotion strategies and social proof mechanisms contributed to shaping consumer decisions, although the strongest influence came from discount programs. Fourth, the research model demonstrated a moderate ability to explain purchase decisions. The coefficient of determination (R^2) value of 41.3% indicated that purchase decisions were explained by discount and social proof programs, while the remaining 58.7% were influenced by other factors outside the research model, such as product quality, consumer trust, brand image, and seller service.

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