

# The Effect of Promotional Strategies, Pricing Strategies, and Perceived Product Quality on Consumer Purchase Intention of Glad2Glow Products via TikTok Shop as a Digital Marketing Platform

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This study aims to analyze the influence of promotional techniques, price considerations, and perceived product quality on consumer purchase intentions for Glad2Glow products through TikTok Shop. The study population consisted of individuals who had seen Glad2Glow product advertisements through TikTok Shop. Sampling was conducted purposively, involving 120 respondents. Data were collected using a survey and analyzed using multiple linear regression using SPSS software. The results showed that promotional techniques, pricing, and perceived product quality significantly influenced consumer purchase intentions. These findings indicate that purchase intentions can be enhanced through more effective digital marketing strategies, competitive pricing, and improved perceptions of product quality. These research findings offer important implications for marketing managers. First, companies need to focus on implementing attractive and relevant promotional techniques through digital platforms like TikTok Shop to attract consumers' attention. Second, competitive pricing that aligns with consumers' perceived value can increase product appeal and increase purchase intentions. Finally, companies should improve consumer perceived product quality, as perceived quality can strengthen loyalty and increase repeat purchases. Managers can leverage consumer data to optimize more personalized and effective marketing strategies on digital platforms.

**Keywords:** Promotion Strategy, Pricing, Perceived Product Quality, Purchase Interest, TikTok Shop

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## 1. Introduction

The fast growth of social media has changed the way businesses market themselves. Now, they use digital channels instead of traditional ones. For example, TikTok Shop offers e-commerce features that let users buy things directly from the app (Mariam et al., 2025). TikTok Shop is a retail function included into the TikTok app that lets people get information and buy things directly through short videos and live streams (Liu et al., 2024). People think this feature can make buying more engaging and visual, which can make people want to buy things, especially young people and people in Generation Z (Deandra et al., 2023). Because of this tendency, TikTok Shop is becoming a more important digital marketing platform for brands, including skincare companies like Glad2Glow (G2G) (K. Sari et al., 2024).

Promotional methods are very important for getting clients' attention, getting them interested, and getting them to want to buy something (Amelia et al., 2025). Innovative content, live broadcasts, partnerships with creators/influencers, and discount offers or purchase coupons are all good ways to promote a product (Ilyas, 2022). Earlier studies have demonstrated that digital marketing via TikTok Shop substantially affect customer purchasing choices, however the effect may differ according on the local environment and promotional strategies employed (Lee & Charles, 2021).

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Price is a basic part of the market that people use to make decisions (Liliana Dewi, 2022). In digital marketing, price is not just a number; it is also a way to measure how much value consumers think they are getting (Warouw et al., 2025). Research on TikTok Shop has shown that competitive pricing through discounts, savings bundles, and special offers on digital platforms can greatly boost people's desire to buy something [(Julia et al., 2023).

Also, the perceived quality of a product is an important factor that affects how much people trust it and how likely they are to buy it (Junaidi et al., 2022). The way people see this is affected by things including how it looks, what benefits it says it has, user ratings, and past experiences (Ningsih, 2020). New studies demonstrate that the quality of a product is one of the most important factors that people use to decide whether or not to buy something on TikTok Shop, especially when effective advertising is used (Hou et al., 2024).

**Table 1.** Glad2Glow Sales Through TikTok Shop in 2024-2025

<u>Period (Month/Year)</u>	<u>Quantity Sold (Pcs)</u>
July 2024	78.39
August 2024	257.013
Sep-24	795.744
October 2024	1.261.068
Nov-24	1.145.411
December 2024	1.933.130
January 2025	1.076.703
February 2025	1.396.776
March 2025	2.720.314
Apr-25	1.666.467
May 2025	1.427.888
June 2025	1.141.020

The table above illustrates that sales of Glad2Glow products through TikTok Shop went up a lot, with the most sales happening in March 2025. Even though sales have gone up and down, this significant number of sales shows that things like advertising, pricing, and how people think the product is of good quality are crucial in getting people to buy it.

The information and expertise gathered through TikTok Shop (Safitri et al., 2025) have a big effect on how interested consumers are in buying Glad2Glow products. You may tell that someone is interested in buying anything by looking for more information, putting items in their cart, and planning to finish the purchase (Purwadi, 2021). In general, advertising, price, and how people think about the quality of a product all have a big effect on how interested people are in buying it. If people think these three things are good, they are more likely to buy Glad2Glow products.

This research is becoming more and more essential since TikTok Shop is becoming a big buying site, especially in Indonesia, where customer behavior changes quickly and in interesting ways. Companies in the highly competitive skincare business will benefit from research that combines promotion, price, and perceived quality into a unified framework. This will help them figure out the best ways to get people to buy their products.

## 2. Method

This study used a quantitative methodology with an associative research design to examine the correlation between promotional techniques, pricing, and customer perceptions of product quality on purchasing interest. The quantitative approach was selected due to its capacity to elucidate phenomena through numerical data and statistical analysis. This study gathered data via a survey employing an online questionnaire disseminated to TikTok Shop users who have encountered Glad2Glow product promotions. The data collection included a purposive sampling strategy, comprising 120 respondents selected according to certain criteria, including age ( $\geq 17$  years), active TikTok users, and prior exposure to Glad2Glow product promotions on TikTok Shop.

We used SPSS software to look at the data we collected to see how the independent variables (promotional approach, pricing, and perceived product quality) affected the dependent variable (customer buy intention). This study employed statistical tests, including validity and reliability assessments to verify the precision of the research instruments, alongside multiple linear regression analyses to investigate the interrelationships across variables. Additionally, traditional assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were performed to validate the applicability of the employed regression model.

## 3. Results And Discussion

### Descriptive Statistics

**Table 3.** Descriptive Statistics

Variables	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Promotional strategy	120	6	28	21.26	4.49	20.16
Pricing	120	6	30	20.48	4.278	18.302
Product quality	120	6	30	20.71	5.478	30.007
Purchase interest	120	6	30	20.78	5.134	26.356

The table above displays descriptive statistics for the four variables examined in this study: promotional approach, pricing, product quality, and purchase interest. The mean for Promotional approach was 21.26, and the standard deviation was 4.490. This means that the answers of the people who answered were not very different from each other. The average price was 20.48 and the standard deviation was 4.278, which means that prices were a little more stable. The average product quality was 20.71, and the standard deviation was 5.478, which means that people had quite different ideas about the quality of the products. At the same time, the average purchase interest was 20.78 with a standard deviation of 5.134, which means that people were generally interested in buying things, but not always. Overall, these numbers show how different people feel about and want to buy Glad2Glow products provided through TikTok Shop. This shows how important it is to understand these things.

### Validity Test

**Table 4.** Validity Test

Variables	Question	R count	R table	Information
Strategi Promosi (X1)	X1.1	0,750	0,179	Valid
	X1.2	0,733	0,179	Valid
	X1.3	0,709	0,179	Valid
	X1.4	0,751	0,179	Valid
	X1.5	0,705	0,179	Valid
	X1.6	0,738	0,179	Valid

Variables	Question	R count	R table	Information
Penetapan Harga (X2)	X2.1	0,774	0,179	Valid
	X2.2	0,657	0,179	Valid
	X2.3	0,675	0,179	Valid
	X2.4	0,778	0,179	Valid
	X2.5	0,769	0,179	Valid
	X2.6	0,203	0,179	Valid
Kualitas Produk (X3)	X3.1	0,794	0,179	Valid
	X3.2	0,747	0,179	Valid
	X3.3	0,728	0,179	Valid
	X3.4	0,761	0,179	Valid
	X3.5	0,792	0,179	Valid
	X3.6	0,843	0,179	Valid
Minat Beli (Y)	Y1	0,769	0,179	Valid
	Y2	0,892	0,179	Valid
	Y3	0,892	0,179	Valid
	Y4	0,892	0,179	Valid
	Y5	0,694	0,179	Valid
	Y6	0,769	0,179	Valid

The validity test findings indicate that every item in the questionnaire have a correlation value exceeding the r table value (0.179) with a significance level below 0.05. This means that the tool used in this study is valid and can accurately measure the variables it was meant to. In other words, all of the questions on the questionnaire have been shown to be valid and reliable ways to measure the construct being examined. Additionally, a reliability assessment was performed utilizing the Cronbach's alpha test to guarantee the consistency of the measurement outcomes. Results with high dependability show that the research tool gives consistent and dependable data when utilized at different periods or with different samples. A reliable test makes sure that the results of this investigation are stable.

### Reliability Test

Tabel 5. Uji Validitas

Variables	Cronbach's Alpha	N of Items	Information
Promotional strategy	0,826	6	Reliabel
Pricing	0,701	6	Reliabel
Product quality	0,870	6	Reliabel
Purchase interest	0,899	6	Reliabel

If the Cronbach's Alpha score is higher than 0.60, it means that the variables in this study are consistent with each other. The table above shows that all of the study variables, both dependent and independent, have Cronbach's Alpha values more than 0.60. This means that the reliability test findings are good. This shows that the questionnaire employed in this study is dependable and can be trusted to assess the intended constructs, which means that the validity of the measurements will stay the same.

Classical Assumption Test Results

Normality Test Results

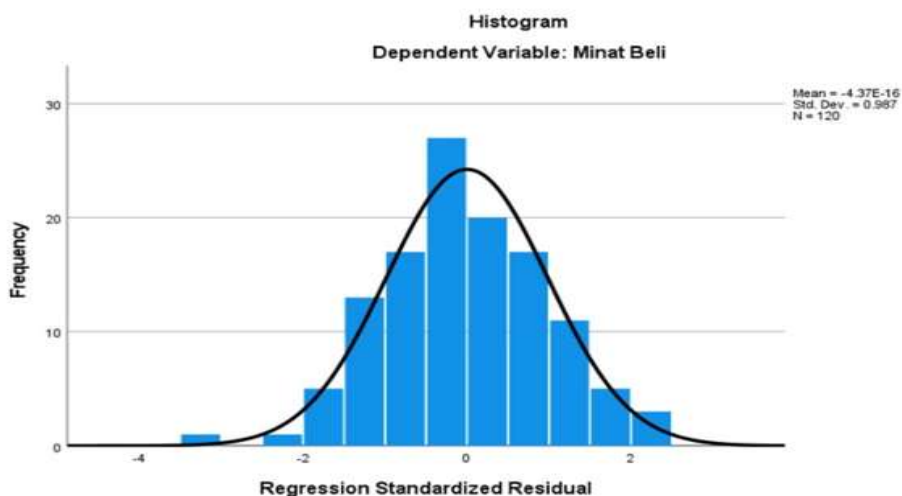


Figure 1. Results of Data Normality Test

The above graphic displays the outcomes of the One-Sample Kolmogorov-Smirnov test for assessing the normality of the data. The test findings show that the residuals are normally distributed, with an Asymp. sig value of 0.200, which is higher than the 0.05 significance level. This means that the data used is normal. The points in the picture above (Normal P-P Plot) are also spread out along the diagonal line, which shows that the data is close to normal. The picture above also has a bell-shaped curve that finishes in the middle, which supports the idea that the study data is regularly distributed.

Multicollinearity Test

**Table 6.** Multicollinearity Test

Model	Tolerance	VIF
(Constant)		
Promotional strategy	0.414	2.414
Pricing	0.45	2.222
Product quality	0.584	1.713

According to the table above, all of the independent variables promotional approach (0.414), Pricing (0.450), and Product quality (0.584)—have a Tolerance value that is higher than 0.10. The VIF numbers are also less than 10: 2.414, 2.222, and 1.713. This shows that there isn't a multicollinearity problem in the regression model, which means that the independent variables aren't too closely related to each other.

### Heteroscedasticity Test

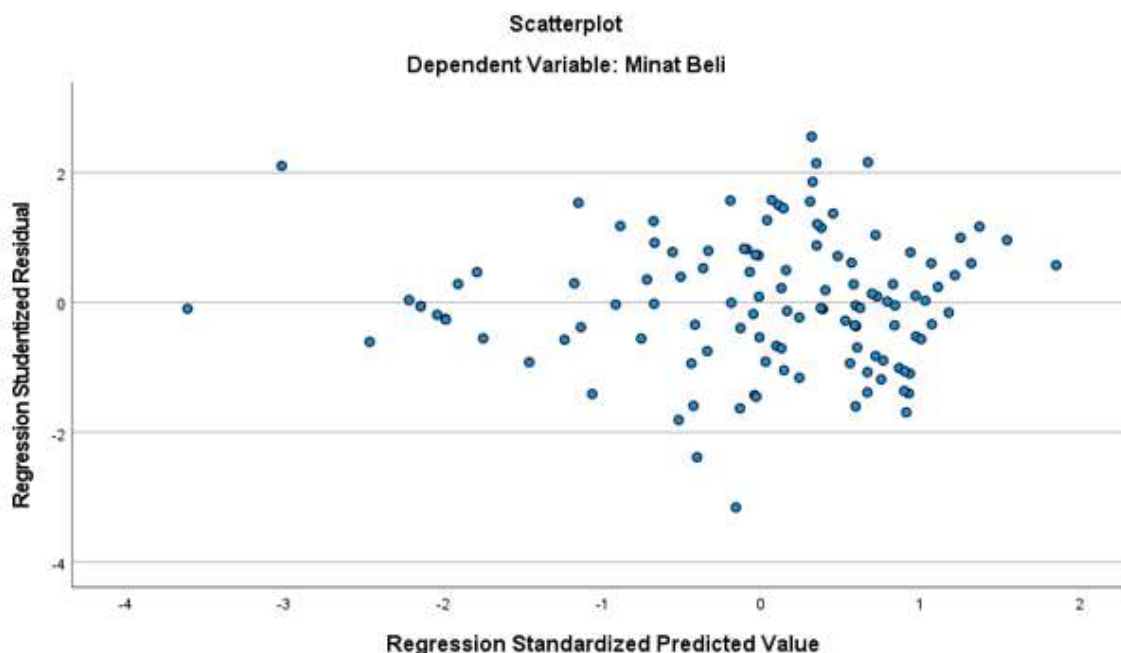


Figure 2. Scatterplot of Heteroscedasticity Test

To see if the regression model has heteroscedasticity, utilize the scatterplot above. The graph indicates that the data points are spread out in a random way and don't make a clear pattern. This means that there is no sign of heteroscedasticity. This means that the residual variance in this regression model is the same for all observations (homoscedastic), which means that the assumption of homoscedasticity is not broken in this study.

### Multiple Linear Regression Test

Table 7. Multiple Linear Regression Test

Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
(Constant)	0.411	1.564		0.263	0.793
Promotional strategy	0.271	0.103	0.237	2.637	0.01
Pricing	0.413	0.104	0.344	3.989	<0.001
Product quality	0.297	0.071	0.317	4.182	<0.001

Using the coefficients from Table 3.6, we can write the multiple linear regression equation as  $Y = 0.411 + 0.271 X_1 + 0.413 X_2 + 0.297 X_3 + e$ . The constant value of 0.411 means that when the three independent variables (Promotional approach, Pricing, and Product quality) are all equal to 0, Purchase Intention will also be equal to 0.411. The coefficient for Promotional strategy of 0.271 means that if all other factors stay the same, every one unit increase in Promotional strategy will lead to a 0.271 unit rise in Purchase Intention. If all other factors stay the same, the Pricing coefficient of 0.413 means that every one unit rise in price will lead to a 0.413 unit rise in Purchase Intention. Product quality, which has a value of 0.297, means that an increase of one unit

### Coefficient of Determination Test

**Table 8. Coefficient of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.782	0.611	0.601	3.241

The table above reveals that the Adjusted R Square is 0.601. This means that independent variables like Product Quality, Pricing, and Promotional Strategy can only explain 60.1% of the changes in Purchase Interest. The other 33.9% (100% - 60.1%) is due to characteristics that aren't included in this model or factors that weren't measured in this investigation. This indicates that while independent variables exert a considerable impact, additional factors also influence consumer purchase decisions.

### F Test

**Table 9. F Test**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1917.519	3	639.173	60.831	<0.001
Residual	1218.848	116	10.507		
Total	3136.367	119			

Table 3.8 shows that the estimated F value of 60.831 is larger than the F table value of 2.68 and that the significance value is less than 0.001. These data show that the alternative hypothesis (Ha) is true and the null hypothesis (Ho) is false. So, we may say that variables X1 (Promotional approach), X2 (Pricing), and X3 (Product quality) have a big and positive effect on customer variable Y (Purchase Intention). This suggests that the three independent factors are very significant in figuring out what consumers want to buy.

### t-test

**Table 10. t-test**

Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
(Constant)	0.411	1.564		0.263	0.793
Promotional strategy	0.271	0.103	0.237	2.637	0.01
Pricing	0.413	0.104	0.344	3.989	<0.001
Product quality	0.297	0.071	0.317	4.182	<0.001

The t-test in the table above shows that the calculated t-value for the Promotional strategy is 2.637 with a significance of 0.010 <0.05, which is greater than 1.98. This means that the Promotional strategy had a significant and positive effect on Purchase Intention, so Ha is accepted and H0 is rejected. Second, the t-value of 3.989 with a significance of less than 0.001 also shows that it has a big effect on pricing. Third, the t-value of 4.182 and the significance of <0.001 for product quality show that it has a big positive effect on the intention to buy.

### Discussion

#### The Effect of Promotional Strategy on Purchase Interest

The initial hypothesis test results demonstrate that promotional strategy exerts a positive and significant impact on purchase intention in digital marketing, especially on platforms such as TikTok Shop. This result corroborates the persuasive communication paradigm and is consistent with prior studies highlighting the efficacy of digital marketing efforts in facilitating spontaneous purchases (Simare-mare et al., 2025)(Saputra et al., 2023)(Panjaitan et al., 2023). Discounts, rebates, and free shipping are examples of marketing strategies that have been found to get people interested in a product or service. This is because

they get people's attention and make them want to buy it, as illustrated in the AIDDA (Attention, Interest, Desire, Decision, Action) model (Chandra et al., 2024). Using attractive images and persuasive statements can make people want something more, which can lead to a decision to buy it (Hanum et al., 2023).

The management implications of this research indicate that organizations should prioritize digital promotions to enhance consumer engagement and stimulate sales. Businesses may entice more people to buy things by making targeted and interesting promotional offers. Businesses can also focus on creating more personalized marketing plans that are based on what customers want and need. They can use data-driven insights to make their ads more effective. This will not only boost sales, but it will also make customers more loyal to the company and keep them coming back, which will help businesses do well in a competitive online market.

### **The Influence of Pricing on Purchase Interest**

The findings of hypothesis testing indicate that pricing exerts a large and favorable impact on the purchase intention for Glad2Glow products via TikTok Shop as a digital marketing platform. These findings corroborate prior research indicating that pricing is a significant determinant in purchasing decisions, particularly within the realm of digital marketing (Girsang & Purba, 2025)(Hutagaol et al., 2025)(Lestari et al., 2021). Setting the right price can make a product more appealing and encourage people to buy it on the spot (Rinanda, 2021). People are more inclined to buy something if they think the price is fair for the quality they get (Tezar Arianto et al., 2021). Discounts and other special offers are examples of attractive pricing techniques that can change how people think about the worth of a product and persuade them to buy it (Faris et al., 2023).

These results mean that managers should make sure their prices are competitive and in line with what customers anticipate. Companies need to do a lot of research on how much value consumers think they get and then set prices that fit their needs and budget in order to get more people to buy. Companies may also use digital platforms like TikTok Shop to advertise great deals and exceptional discounts that can help them connect with customers on an emotional level. Companies can boost their brand's position in the digital marketplace by using smart pricing and marketing methods to boost sales and generate customer loyalty.

### **The Influence of Product Quality on Purchase Interest**

Statistical testing reveal that the quality of Glad2Glow products has a big effect on people's desire to buy them through TikTok Shop as a digital marketing tool. This finding aligns with prior research that underscores the significance of product quality in influencing consumer perceptions and driving purchasing decisions (Hou et al., 2024)(Pebriani et al., 2025)(Khairumi et al., 2025). Good product quality can make customers trust you more, which can make them more likely to buy from you (N. Sari et al., 2023). These data also show that people tend to buy things that are of higher quality, especially when they are buying them online, such on TikTok Shop (Junaidi et al., 2022). To establish loyalty and get people to buy from them again, businesses need to make sure that the things they sell are of high quality that matches or surpasses what customers anticipate (Fadli et al., 2022).

The managerial implications of these findings are that companies should focus more on developing and improving product quality to ensure that the products they offer meet consumer needs and expectations. Consistent and high product quality will create a positive experience for consumers, which can encourage repeat purchases and product recommendations. Furthermore, companies need to conduct regular product quality evaluations to maintain market competitiveness, especially in increasingly competitive digital platforms. Investments in product research and development focused on innovation and quality can help strengthen brand positioning and increase long-term customer loyalty.

#### 4. Conclusion

The conclusion of this study indicates that numerous critical elements substantially affect consumer purchasing interest in Glad2Glow products on TikTok Shop. First, the company's marketing plan has been demonstrated to make people more likely to buy things. An interesting and engaging ad campaign can make people curious and want to buy. Second, the price is also a big factor in what people decide to buy. People are more likely to buy something if they think the price is fair and fits with what they can afford. This shows that competitive price can make people feel safe when they choose a product.

Also, the quality of a product has been demonstrated to have a big effect on whether or not someone wants to buy it. People are more likely to buy things that they think are of good quality, fit their needs, and meet their expectations. What people think about the quality of a product is one of the most important things that makes them want to buy it. Finally, this study demonstrated that all three factors promotional approach, pricing, and product quality affect a person's inclination to buy at the same time. In the world of digital marketing, these three things work together to affect buying decisions.

This study's findings lead to numerous recommendations. To stay up-to-date with changing digital trends, businesses need to keep coming up with new and better ways to promote their products and services and communicate with customers. To stay competitive, prices need to be changed based on market conditions and the traits of the target customers. Companies also need to keep the quality of their products high and keep improving them to satisfy customer expectations. This will build trust and loyalty among customers.

The findings of this study present constraints about the breadth and the number of respondents for future studies. Consequently, additional study is required to address the deficiency in understanding the determinants that influence buy intention in digital marketing. Researchers may regard additional aspects, such online shopping experience, e-reviews, and customer trust, as supplementary variables. Also, comparing different digital platforms and getting more people to reply could give researchers more complete data for more in-depth digital marketing studies.

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