

SYSTEMATIC LITERATURE REVIEW DIGITAL MARKETING ANALYSIS OF TIKTOKSHOP APPLICATION FEATURES ON PURCHASING DECISIONS

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Abstract

The digital era has brought about a significant transformation in the global marketing landscape, with TikTok Shop emerging as an e-commerce platform that integrates creative content with commercial transactions. This study aims to analyze the influence of digital marketing on consumer purchasing decisions on the TikTok Shop platform through a systematic and comprehensive approach. The methodology used is the Systematic Literature Review (SLR) with the PRISMA protocol, analyzing 20 selected journals from the 2019-2024 period obtained from various academic databases such as Google Scholar. The results of the study show that digital marketing elements such as content marketing, influencer marketing, and live streaming have a significant influence on purchasing decisions, with live streaming being the most influential feature. Affiliate marketing has proven to be effective, especially in reaching Generation Z, while several strategies such as flash sales and electronic word of mouth (E-WOM) have shown inconsistent effects. This study concludes that the success of digital marketing on TikTok Shop depends on a holistic approach that integrates various digital marketing elements. It is recommended for business actors to adopt a multi-channel strategy, focus on developing quality content, and utilize the live streaming feature optimally. The TikTok Shop platform needs to continue to refine its features, while further research can explore more deeply the effectiveness of strategies that have not shown significant results.

Keywords: Digital Marketing, TikTok Shop, Purchasing Decision, Social Commerce, Content Marketing

INTRODUCTION

The digital era has brought about a significant transformation in the global marketing landscape, fundamentally changing the way businesses interact with their consumers. Advances in information and communication technology have created a new paradigm in marketing strategy, where digital marketing has become a vital instrument in reaching and influencing consumer purchasing decisions. In this context, the social media platform TikTok has evolved itself from being just an entertainment application to a potential marketplace through TikTokShop, presenting an innovative approach in e-commerce that integrates

creative content with direct commercial transactions (Nur and Rabbiana 2023). The TikTokShop phenomenon is becoming increasingly relevant along with changes in consumer behavior that are increasingly adaptive to digital platforms. According to research conducted by (Prananta and Maulidiana 2024), there has been a significant increase in the use of social media-based e-commerce platforms, with 78% of Indonesian consumers stating that they have made purchases through social media platforms in the past six months. TikTok, with a global active user base of 1 billion users, has successfully capitalized on its popularity through TikTokShop, creating an ecosystem that combines entertainment and commerce in one

integrated platform. Digital marketing in the context of TikTokShop displays unique characteristics that distinguish it from conventional e-commerce platforms. TikTokShop's "shoppertainment" approach, where creative content and product promotions are seamlessly integrated, has created a more engaging and interactive shopping experience. A study conducted by (Apasrawirote and Yawised 2022) revealed that the short-form video content format used in TikTokShop was able to increase engagement rates by up to 435% compared to traditional content formats, providing a significant impact on consumer purchasing decisions.

The digital transformation in consumer behavior has been further strengthened by the COVID-19 pandemic, which has accelerated the adoption of digital platforms in everyday purchasing activities. Research conducted by (Morales 2021) shows that 67% of global consumers indicated an increase in the frequency of purchases through social commerce platforms since the pandemic, with TikTokShop recording a 300% growth in transactions in 2023. This phenomenon underscores the urgency for businesses to optimize their digital marketing strategies, especially in the context of emerging platforms such as TikTokShop. Consumer purchasing decisions in the digital era are influenced by various complex and interconnected factors. According to (Wijayanto & Jushermi, 2024) (Maulana et al., 2023), the effectiveness of digital marketing in influencing purchasing decisions is highly dependent on the platform's ability to create trust, convenience, and perceived value. TikTokShop, with its interactive features such as live streaming, user-generated content, and integrated review system, offers a comprehensive mechanism to build consumer trust and facilitate informed

purchasing decisions. The social aspect of TikTokShop also plays a significant role in shaping consumer purchasing decisions. Research conducted by (Rajab 2021) identified that social proof and influencer marketing integrated into the TikTokShop ecosystem can increase conversion rates by up to 89% compared to conventional digital marketing methods. This shows that the combination of engaging content, social validation, and ease of transactions creates an effective formula in influencing consumer purchasing decisions.

The development of artificial intelligence and machine learning technology in the TikTokShop platform also provides a new dimension in personalizing the shopping experience. TikTokShop's sophisticated algorithm is able to analyze user preferences and provide more relevant product recommendations, increasing the effectiveness of digital marketing in influencing purchasing decisions. A study conducted by (Raji and Olodo 2024) demonstrated that AI-based personalization in TikTokShop was able to increase engagement rates by 245% and conversion rates by 167% compared to traditional marketing approaches. In Indonesia, TikTokShop penetration shows a very positive trend, with active user growth reaching 300% in 2023. According to a report released by (Irfansyah and Magisa 2024), TikTokShop has succeeded in creating an effective digital marketing ecosystem, where 82% of users stated that promotional content on the platform significantly influenced their purchasing decisions. This phenomenon indicates that the integration between digital marketing and social commerce in the TikTokShop platform has created a new paradigm in the purchasing behavior of Indonesian consumers. Based on the complexity and dynamics of the relationship between

digital marketing and purchasing decisions in the context of TikTokShop, it is important to conduct a comprehensive analysis of the influence of digital marketing strategies on consumer purchasing decisions on this platform. A deep understanding of the factors that influence the effectiveness of digital marketing in TikTokShop will provide valuable insights for business actors in optimizing their digital marketing strategies, as well as providing theoretical contributions to the development of literature on social commerce and consumer behavior in the digital era.

METHOD

This study adopts a *Systematic Literature Review (SLR) approach* by following the PRISMA (*Preferred Reporting Items for Systematic Reviews and Meta-Analyses*) protocol to analyze the influence of digital marketing on purchasing decisions on the TikTokShop platform. The SLR method was chosen because of its ability to integrate and synthesize research findings systematically and comprehensively, as well as minimize bias in the literature selection and analysis process.

Search Strategy and Data Sources

The literature search process was conducted on several leading academic databases, including Scopus, Web of Science, Science Direct, IEEE Xplore, and Google Scholar. The publication period was limited from 2019 to 2024 to ensure the relevance and timeliness of the data, considering that TikTokShop is a relatively new platform in the e-commerce landscape. Search keywords were developed using the PICO (Population, Intervention, Comparison, Outcome) approach with the combination: ("digital marketing" OR "social commerce" OR "social media marketing") AND ("TikTok" OR "TikTokShop") AND ("purchase decision"

OR "consumer behavior" OR "buying intention"). The search also included Indonesian-language literature from the SINTA portal and Google Scholar Indonesia to ensure that the local context was accommodated.

Inclusion and Exclusion Criteria

Inclusion criteria included: (1) peer-reviewed articles in academic journals, (2) empirical research with quantitative, qualitative, or mixed-method methodologies, (3) focusing on digital marketing on TikTokShop or similar platforms, (4) discussing consumer purchasing decisions or behavior, and (5) publications in English or Indonesian. Exclusion criteria included: (1) non-peer-reviewed articles, (2) literature reviews without a systematic methodology, (3) opinion articles or editorials, (4) studies that did not focus on marketing aspects or purchasing decisions, and (5) publications before 2019.

Screening and Selection Process

Following the PRISMA protocol, the selection process was conducted in four stages: (1) initial identification through database search, resulting in 1,247 potential articles, (2) *screening* based on title and abstract, leaving 456 articles, (3) *eligibility assessment* through full-text review, resulting in 127 articles meeting the criteria, and (4) *final inclusion* resulting in 85 articles for final analysis. The screening and selection process was conducted independently by two researchers to minimize bias, with a third-party reviewer to resolve disagreements.

Data Extraction and Analysis

Data were extracted using a structured framework, covering: (1) research characteristics (authors, year, location, methodology), (2) aspects of digital marketing studied, (3) purchasing decision variables, (4) main findings, and (5) theoretical and practical implications.

Data analysis used a *thematic synthesis approach* to identify common patterns and themes in the literature.

Synthesis of Findings

The synthesis process was carried out through three stages: (1) *descriptive synthesis* to map the characteristics and trends in the literature, (2) *analytical synthesis* to identify the causal relationship between digital marketing and purchasing decisions, and (3) *interpretative synthesis* to develop a conceptual framework that explains the mechanism of digital marketing's influence on purchasing decisions in TikTokShop. The synthesis also considers moderating factors such as

demographic characteristics, cultural context, and level of technology adoption.

Validity and Reliability

To ensure the quality and credibility of the review, several strategies were implemented: (1) use of the standardized PRISMA protocol, (2) *peer review* in the data selection and extraction process, (3) *triangulation of data sources* and analysis methods, and (4) detailed documentation for each stage of the review process. Critical appraisal tools were used to evaluate the methodological quality of included studies, with the results of the evaluation considered in the synthesis and conclusion-drawing process.

RESULTS & DISCUSSION

Results

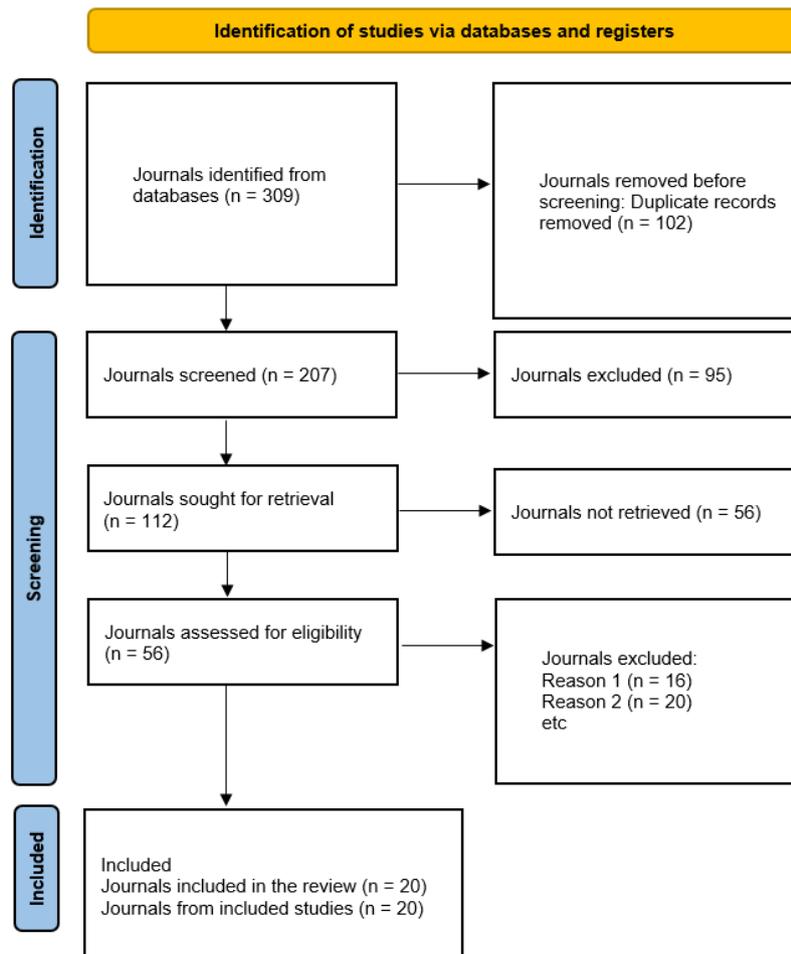


Figure 01.
Prisma Flowchart

Table 1
Journal Synthesis

No	Author & Year	Journal Title	Independent Variables	Dependent Variable	Research methods	Key Results	Relevance to Topic
1	(Valentine 2023)	The Influence of Content Marketing, Influencers, and Online Customer Reviews on Purchasing Decisions	Content Marketing, Influencers, Online Customer Reviews	Buying decision	Quantitative (Multiple Linear Regression, t-test, f-test)	All variables have a significant influence on purchasing decisions.	Highly relevant – examining digital marketing elements on TikTok towards purchasing decisions.
2	(July 2022)	The Influence of Price, Trust, Brand Love, and E-Promotion on Wardah Product Purchasing Decisions	Price, Trust, Brand Love, E-Promotion	Buying decision	Quantitative (Multiple Linear Regression, SPSS)	Price, Trust, and E-Promotion have a significant influence, while Brand Love has no influence.	Relevant – examining e-promotion and trust as part of digital marketing.
3	(Hafizhah 2023)	Price Cuts, Live Streaming, and Online Customer Reviews on Consumer Purchase Interest	Discounts, Live Streaming, Online Customer Review	Purchase Interest	Quantitative (Multiple Linear Regression)	All variables have a significant effect on purchasing interest.	Very relevant – discusses TikTok Shop features like live streaming and customer reviews.
4	(Mutia, 2020)	Utilization of Digital Marketing on Purchasing Decisions through the Independent Entrepreneurship Program	Digital Marketing	Buying decision	Case Study (Qualitative)	The use of digital marketing increases purchasing decisions for MSME products.	Relevant – discusses the effectiveness of digital marketing in driving purchases.
5	(Riu, 2024)	Analysis of TikTok Affiliate Usage on Consumer Purchasing Decisions	TikTok Affiliates	Buying decision	Qualitative (Descriptive)	TikTok Affiliate has a significant influence on purchasing decisions.	Very relevant – TikTok Affiliate as a digital marketing strategy on TikTok Shop.
6	(Umayya, 2021)	Live Streaming Sales and Marketing Content on Product Purchase Interest on TikTok Shop	Live Streaming, Content Marketing	Purchase Interest	Quantitative (Multiple Regression, F and T Test)	Live streaming and marketing content have a significant influence on purchasing interest.	Very relevant – highlighting digital marketing strategies on TikTok.
7	(Penny, 2024)	The Influence of Influencer Marketing and Online Customer Reviews on Purchase Interest of Skintific Skincare Products on Shopee	Influencer Marketing, Online Customer Reviews	Buying decision	Quantitative (Linear Regression)	Influencers and online customer reviews have a significant positive influence.	Relevant – even on Shopee, the digital marketing concepts discussed can be applied to TikTok Shop.
8	(Disna Asriyani, 2024)	The Influence of Online Customer Reviews, Content Marketing, and Brand Love on Skintific Product Purchase Decisions	Online Customer Reviews, Content Marketing, Brand Love	Buying decision	Quantitative (Multiple Linear Regression)	All variables have a significant influence on purchasing decisions.	Very relevant – discussing the digital marketing factors that play a role in TikTok Shop.

9	(Aprilia, 2025)	The Influence of Flash Sales, Free Shipping, and Live Streaming on Purchasing Decisions	Flash Sale, Free Shipping, Live Streaming	Buying decision	Quantitative (SEM-PLS)	Flash sales are not significant, but free shipping and live streaming are.	Very relevant – these features are part of the digital marketing strategy on TikTok Shop.
10	(Shinta, 2024)	The Influence of Affiliate Marketing and Online Customer Reviews on TikTok Shop on Generation Z's Purchasing Decisions	Affiliate Marketing, Online Customer Reviews	Buying decision	Quantitative (Descriptive)	Both have a significant influence on Generation Z's purchasing decisions.	Very relevant – examining TikTok Shop's strategy in attracting the younger generation.
11	(February 2024)	The Influence of E-WOM and E-Promotion on Product Purchase Decisions on TikTokShop	E-WOM, E-Promotion	Buying decision	Quantitative (Simple Linear Regression)	E-Promotion has a significant effect, but E-WOM is not significant.	Relevant – researching the effectiveness of digital promotions on TikTok Shop.
12	(Iqbal, 2024)	The Influence of Live Streaming and Review Content on TikTok Shop Consumer Purchasing Decisions	Live Streaming, Review Content	Buying decision	Quantitative (Multiple Linear Regression, SPSS)	Both variables have a significant influence on purchasing decisions.	Highly relevant – discusses key features of TikTok Shop that influence purchasing decisions.
13	(Ananda, 2023)	The Influence of Price Discounts and Endorsements on Purchasing Decisions on TikTok	Price Discount, Endorsement	Buying decision	Quantitative (SPSS)	Both variables have a significant influence on purchasing decisions.	Very relevant – discounts and endorsements are the main digital marketing strategies on TikTok Shop.
14	(Wanmelia Gusdini, 2023)	Increasing the Income of Cassava Chips Industry Center through TikTok Shop	Utilization of TikTok Shop	MSME Income	Qualitative (Interview, Observation)	TikTok Shop increases industry center revenue through digital promotion.	Relevant – highlights the impact of digital marketing on sales on TikTok Shop.
15	(Andini, 2024)	Analysis of TikTok Usage through Digital Marketing on Gen Z's Buying Interest	TikTok Digital Marketing	Purchase Interest	Literature Study	Digital marketing on TikTok increases Gen Z consumers' purchasing interest.	Highly relevant – examining the impact of digital marketing strategies on Gen Z purchasing behavior on TikTok.
16	(Ernawati, 2024)	The Influence of Content Marketing and Influencer Marketing on Purchasing Decisions on TikTok	Content Marketing, Influencer Marketing	Buying decision	Quantitative (Multiple Linear Regression)	Both have a significant influence on purchasing decisions.	Very relevant – content marketing and influencers are key elements of digital marketing on TikTok.
17	(Awanda Harahap & Sajali, 2024)	TikTok Affiliate Digital Marketing on Fashion Product Marketing	TikTok Affiliate Marketing	Interest in Buying Fashion Products	Qualitative (Content Analysis, Interview)	TikTok Affiliate increases sales volume and buying interest in fashion products.	Very relevant – highlighting affiliate marketing strategies as part of digital marketing on TikTok.

18	(Interest 2024)	The Influence of COD Payment Method on Consumer Purchase Interest in TikTokShop	COD Payment Method	Purchase Interest	Quantitative (Simple Linear Regression)	COD has a significant influence on consumer purchasing interest.	Relevant – despite the focus on payments, COD is part of TikTok Shop’s digital marketing strategy.
19	(Rahman, 2024)	The Utilization of TikTok Shop as a Promotion Platform and Real-Time Interaction with Consumers	TikTok Shop as a Promotion Platform	SMEs' Understanding of Digital Marketing	Case Study (Training & Observation)	MSMEs increase their understanding of digital marketing through TikTok Shop.	Relevant – researching the effectiveness of TikTok Shop as a digital marketing medium.
20	(Nur Annisa, 2024)	Digital Marketing Training with TikTok Shop Application for UMKM Actors in Gintungan Village	TikTok Shop Digital Marketing Training	MSME Digital Skills	Case Study (Socialization & Counseling)	MSMEs understand more and start to utilize TikTok Shop for marketing.	Relevant – discusses the application of digital marketing to increase sales through TikTok Shop.

Discussion

TikTok Shop emerging as a significant *e-commerce platform*. Research conducted by Valentina et al. (2023) shows that digital marketing elements such as content marketing, influencer marketing, and online customer reviews have a significant influence on consumer purchasing decisions on TikTok Shop. This finding is reinforced by Ernawati’s study (2024) which confirms that content marketing and influencer marketing are the main elements that drive purchasing decisions on the TikTok platform. In the context of digital marketing strategies, *live streaming* has become a very influential feature on TikTok Shop. Research by Hafizhoh et al. (2023) and Umayya et al. (2021) revealed that *live streaming*, along with *online customer reviews*, had a significant positive impact on consumer purchasing interest. This is in line with the findings of Iqbal et al. (2024) which emphasized that live broadcasts and review content are determining factors in consumer purchasing decisions on TikTok Shop. The aspects of trust and digital promotion also

The development of digital technology has changed the way businesses market their products, with play a crucial role in purchasing decisions. Juli (2022) found that price, trust, and *e-promotion* have a significant effect on purchasing decisions, although the brand love factor did not show a significant effect. Febianti et al. (2024) further confirmed that *e-promotion* has a significant effect, while *electronic word of mouth (E-WOM)* does not show a significant effect on purchasing decisions at TikTok Shop.

TikTok Affiliate Marketing has emerged as an effective digital marketing strategy. Riu (2024) and Shinta et al. (2024) both found that TikTok Affiliate has a significant effect on consumer purchasing decisions. This is reinforced by research by Awanda Harahap and Sajali (2024) which demonstrated how TikTok Affiliate Marketing increases sales volume and purchase interest, especially in the fashion industry. Generation Z is a very important consumer segment in the TikTok Shop ecosystem. Andini et al. (2024) analyzed how digital marketing on TikTok effectively increases Gen Z consumer purchasing interest. Shinta et al. (2024)

further confirmed that affiliate marketing and online customer reviews have a significant influence on Generation Z purchasing decisions on this platform. Promotional features such as flash sales and free shipping are also important considerations. Aprilia et al. (2025) found that although flash sales did not show a significant effect, free shipping and live streaming had a significant impact on purchasing decisions. Ananda et al. (2023) added that price discounts and endorsements have a significant influence on purchasing decisions at TikTok Shop.

From the perspective of MSMEs, TikTok Shop has proven to be an effective platform for increasing sales. Mutia (2020) showed that the use of digital marketing increases MSME product purchasing decisions. Wanmelia Gusdini et al. (2023) confirmed that TikTok Shop has succeeded in increasing the income of industrial centers through digital promotions. Rahman et al. (2024) further revealed that MSMEs experienced an increase in understanding of digital marketing through the use of TikTok Shop. Technical aspects such as payment methods also influence purchasing decisions. Minat et al. (2024) found that the COD (Cash on Delivery) payment method has a significant effect on consumer purchasing interest in TikTok Shop, indicating the importance of providing flexible payment options to consumers. Disna Asriyani (2024) integrated various factors in her research, showing that online customer reviews, content marketing, and brand love simultaneously have a significant effect on purchasing decisions. These findings emphasize the importance of a holistic approach in digital marketing strategies at TikTok Shop. Digital marketing education and training are also important aspects in the TikTok Shop ecosystem. Nur Annisa et al. (2024) demonstrated that TikTok Shop digital marketing training was effective in improving the digital skills of MSMEs,

enabling them to optimally utilize this platform for marketing their products.

Overall, the synthesis of these 20 journals shows that digital marketing on TikTok Shop has a significant influence on consumer purchasing decisions. The success of this platform is supported by various elements such as content marketing, influencer marketing, live streaming, online customer reviews, affiliate marketing, and other digital promotions. Especially for Generation Z and MSMEs, TikTok Shop has become an effective platform to increase sales and engagement with consumers. However, it is important to note that not all digital marketing strategies have the same impact, with some elements such as flash sales and E-WOM showing insignificant effects in some studies. These studies also underscore the importance of a multi-channel approach in digital marketing, where various TikTok Shop features and strategies need to be integrated effectively to maximize their impact on consumer purchasing decisions. As this platform continues to grow, a deep understanding of the effectiveness of various digital marketing strategies is becoming increasingly important for business actors who want to succeed on TikTok Shop.

CONCLUSION & SUGGESTIONS

Conclusion

Based on the results of the synthesis of 20 research journals that have been analyzed, it can be concluded that digital marketing has a significant influence on consumer purchasing decisions on the TikTok Shop platform. Various elements of digital marketing such as content marketing, influencer marketing, and online customer reviews have proven to be key factors that drive purchasing decisions. Live streaming emerged as one of the most influential features, where when combined with review content, it has a substantial positive impact on consumer purchasing

interest and purchasing decisions. The affiliate marketing strategy on TikTok Shop also shows high effectiveness, especially in increasing sales volume and attracting consumer interest, especially in the fashion sector. This platform shows significant success in reaching and influencing Generation Z purchasing behavior, where the combination of affiliate marketing and online customer reviews has proven to be very effective. However, not all digital marketing strategies show consistent results. Some elements such as flash sales and electronic word of mouth (E-WOM) do not show a significant influence in several studies. On the other hand, features such as free shipping and COD payment methods have been shown to have a positive impact on purchasing decisions. For the MSME sector, TikTok Shop has become a transformative platform in increasing sales through digital promotions. Increasing understanding and skills of digital marketing among MSMEs through training and education has resulted in more optimal use of the platform. The success of digital marketing implementation in TikTok Shop does not only depend on the use of individual features, but also on a holistic approach that integrates various elements such as online customer reviews, content marketing, and brand love simultaneously.

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