Online Shopping Intentions Of Tiktokshop Consumers: The Influence Of Consumer Privacy and Shopping Enjoyment Study in Department Management of Universitas Simalungun

Liharman Saragih[1], Fauziah Aftitah Ginting[2], Sharla Nasyawa Haidir[3], Elwi Sri Rahayu[4], Dwi Putri Aisyah Harahap[5], Rizky Okista[6]

[1,2,3,4,5,6] Department Manajemen, Fakultas Ekonomi, Universitas Simalungun

ARTICLEINFO	ABSTRACT
	In this study, researchers made a study entitled "Online Shopping Intentions Of Tiktokshop Consumers: The Influence Of Consumer Privacy On Shopping Enjoyment In E-Commerce". The purpose of this study is to determine the relationship between consumer privacy and shopping satisfaction in TikTokshop E-Commerce Study in Department Management of Universitas Simalungun. This study shows that the shopping_enjoyment (X1) and consumer_privacy (X2) variable can explain its effect on the Enjoyment (Y) variable by 71.6%. The F test show that both variable (shopping_enjoyment, consumer_privacy) can effect simultan to the online_shopping_intention. The T-test show that both of variable have value of 0.00. it means that the shopping_enjoyment (X1) and consumer_privacy (X2) have a significant effect to the online_shopping_intention in tiktok shop. *This is an open access article under the*CC BY-NC*license.*

Corresponding Author:

Liharman Saragih
Department of Management, Economics Of Faculty,
Universitas Simalungun Pematang Siantar
Email: saragihliharman@gmail.com

1. INTRODUCTION

Nowadays, the development of e-commerce in Indonesia is progressing rapidly. This adds to many offline consumers in Indonesia choosing to switch to online shopping on certain E-commerce that they like. In addition to the system that is very easy and not complicated, they do not need to spend more than offline shopping as usua l(Amelia, Hou, Budiman, Tambunan, & Novirsar, 2023). Because online shopping in E-commerce benefits consumers such as discounts on products, and free shipping on certain days. Furthermore, E-commerce is a suitable choice to be used as a shopping place because there are many choices of products that can be chosen by consumers (Baubonienė & Gulevičiūtė, 2015). Thus, consumers do not need to be tired and it is very easy. E-commerce also maintains consumer privacy in shopping so that this adds to shopping satisfaction for consumers to buy more products on the E-commerce (Aslam, Hussain, Farhat, & Arif, 2020)

Shopping Enjoyment is a feeling of pleasure and satisfaction that a person gets when shopping (Widagdo & Roz, 2021). This can come from various aspects, such as: The process of searching and finding the desired product, Buying new products, Feeling pampered, Socializing, Expressing oneself, Relieving stress . Shopping enjoyment can vary from person to person, depending on their personality, values and lifestyle (Tarka, Harnish, & Babaev, 2023).

Consumer privacy, also known as customer privacy, involves the handling and protection of sensitive personal information provided by customers in everyday transactions (Johnson, Shriver, & Du, 2020). The Internet has evolved into a medium of commerce, making consumer data privacy an

increasing concern. Consumer privacy is an individual's human right to keep personal information private and control how it is used by others (Ohlhausen & Okuliar, 2015). In a business context, the protection of consumer privacy is very important to maintain customer trust and avoid violations of the law (Bandara, Fernando, & Akter, 2021).

E-commerce Tiktokshop is one of the online shopping platforms presented by the TikTok (Lova & Budaya, 2023). This is one of the influences on online shopping enthusiasts in increasing online shopping consumption. Consumer privacy is highly guarded by this E-commerce . So that consumers have what is called Shopping Enjoyment. So that many consumers who shop at this E-commerc (Cinjarevic, Tatic, & Petric, 2011) .

2.   RESEARCH METHOD

Population is a generalization area consisting of: objects / subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The research population is the whole of the research object to be studied. The sample is part of the number and characteristics of the population (Saragih, Saragih, Purba, & Panjaitan, 2021). The sampling method used in this study is non-probability, namely convenience sampling. According to sampling with convinience sampling is sampling done by selecting samples freely at the will of the researcher. Because the population in this study is homogeneous, the student of management department og universitas Simalungun that conducted transactions in tiktok with the number of samples that have been determined by 90 student. SPPS versi 24 used to analyse the data.

The hypotheses used in this study are:

H1 : There is significant influence between consumer privacy to online shopping intentions of Tiktokshop Consumers.

H2 : There is significant influence between shopping enjoyment to online shopping intentions Of Tiktokshop Consumers.

3.   RESULTS AND DISCUSSIONS

Based on the research methods carried out, the following discussion can be taken in this study. The data analysis model used in this research is a simple linear regression model. Based on the results of data processing with the SPSS Version 24 program, the following results were obtained:

Table 1. Simple Regression Analysis Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.327	.863		2.696	.008
consumer_privacy	.397	.090	.427	4.420	.000
shopping_enjoyment	.468	.097	.465	4.813	.000
a. Dependent Variable: online_shopping_intention					

From the table above, it can be seen that the regression equation is as follows:

Y = a + bX1+bX2 + e

Y = 2.327 + 0.397X1 +0,468X2+ e

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848[a]	.719	.713	1.83621
a. Predictors: (Constant), shopping_enjoyment, consumer_privacy				

The correlation coefficient (R) value shows how much correlation or relationship between the independent variables and the dependent variable. The correlation coefficient is said to be strong if the R value data is between 0.5 and close to 1. The coefficient of determination (RSquare) shows how much the independent variable explains the dependent variable. The value of R Square is a

value 0.848. The R Square value will increase with each addition of one independent variable even though the independent variable has no significant effect on the independent variable. Based on table 1.2 above, the R square value is 0.719. This shows that the shopping_enjoyment (X1) and consumer_privacy (X2) variable can explain its effect on the Enjoyment (Y) variable by 71.6%. While the remaining 29.4% is the influence of other independent variables not examined in this study.
The F test show that the result 0,00 below of 0,05. It shows that both variable (shopping_enjoyment, consumer_privacy) can effect simultan to the online_shopping_intention. The T-test show that both of variable have value of 0.00. it means that the shopping_enjoyment (X1) and consumer_privacy (X2) have a significant effect to the online_shopping_intention in tiktok shop

Table 3. ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	752.221	2	376.111	111.551	.000[b]
	Residual	293.334	87	3.372		
	Total	1045.556	89			

a. Dependent Variable: online_shopping_intention
b. Predictors: (Constant), shopping_enjoyment, consumer_privacy

4. CONCLUSION

Based on the results of research on the online_shopping_intention of TikTok for Study in Department Management of Faculty Economy Universitas Simalungun, several important conclusions can be drawn. First, research shows that consumer_privacy has a significant influence on the online_shopping_intention, with a contribution reaching 0,371. shopping_enjoyment has a significant influence on the online_shopping_intention, with a contribution reaching 0,468. Both of variabel has 71,9 % effect to the the online_shopping_intention of TikTok for Study in Department management of Faculty Economy Universitas Simalungun . This is based on consistent, transparent, and responsive in shopping_enjoyment and consumer_privacy. Taking these findings into account, TikTok Shop must continue to prioritize improving the quality of its services to ensure customer satisfaction and trust. In doing so, platforms can build stronger relationships, increase service, shopping_enjoyment, consumer_privacy   in a competitive market.

REFERENCES

Amelia, R., Hou, A., Budiman, I., Tambunan, D., & Novirsar, E. (2023). The Effect of Online Customer Reviews and Affiliate Marketing on Impulsive Buying of Products in the Shopee Marketplace. *ProBisnis: Jurnal Manajemen, 14*(4), 1-8.

Aslam, W., Hussain, A., Farhat, K., & Arif, I. (2020). Underlying factors influencing consumers' trust and loyalty in E-commerce. *Business Perspectives and Research, 8*(2), 186-204.

Bandara, R., Fernando, M., & Akter, S. (2021). Managing consumer privacy concerns and defensive behaviours in the digital marketplace. *European Journal of Marketing, 55*(1), 219-246.

Bauboniené, Ž., & Gulevičiūtė, G. (2015). E-commerce factors influencing consumers 'online shopping decision.

Cinjarevic, M., Tatic, K., & Petric, S. (2011). See it, like it, buy it! Hedonic shopping motivations and impulse buying. *Economic Review: Journal of Economics and Business, 9*(1), 3-15.

Johnson, G. A., Shriver, S. K., & Du, S. (2020). Consumer privacy choice in online advertising: Who opts out and at what cost to industry? *MArketing Science, 39*(1), 33-51.

Lova, A. N., & Budaya, I. (2023). Behavioral of Customer Loyalty on E-Commerce: The Mediating Effect of E-Satisfaction in Tiktok Shop. *Journal of Scientific Research, Education, and Technology (JSRET), 2*(1), 61-73.

Ohlhausen, M. K., & Okuliar, A. P. (2015). Competition, consumer protection, and the right [approach] to privacy. *Antitrust LJ, 80*, 121.

Saragih, M. G., Saragih, L., Purba, J. W. P., & Panjaitan, P. D. (2021). *Metode Penelitian Kuantitatif: Dasar–Dasar Memulai Penelitian*: Yayasan Kita Menulis, https://kitamenulis.id/2021/10/23/metode-penelitian-kuantitatif-dasar-dasar-memulai-penelitian/.

Tarka, P., Harnish, R. J., & Babaev, J. (2023). Hedonism, hedonistic shopping experiences and compulsive buying tendency: a demographics-based model approach. *Journal of Marketing Theory and Practice, 31*(2), 197-222.

Widagdo, B., & Roz, K. (2021). Hedonic shopping motivation and impulse buying: The effect of website quality on customer satisfaction. *The Journal of Asian Finance, Economics and Business, 8*(1), 395-405.