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The Effect of Value Perception, Product Quality, and Product Trust on the Purchase Intention of Cushion *Glad 2 Glow* Die-Commerce Tiktok Shop Products (Case Study Among Generation Z Surakarta)

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ABSTRACT

This study aims to investigate how Perception of Value, Product Quality, and Product Trust affect the Purchase Intention of Cushion *Glad 2 Glow* on the *TikTok Shop E-Commerce* platform which is the focus of this study. The approach used in this study is quantitative. Data was collected through a questionnaire distributed to 80 respondents from Generation Z in Surakarta, with a sampling technique using Google Form. Data analysis was carried out with the help of SPSS version 21. The results show that Value Perception has a positive and significant influence on Purchase Intent, while Product Quality has a negative and insignificant influence, and Product Confidence shows a positive but not significant influence on Purchase Intent.

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1. INTRODUCTION

The development of e-commerce in Indonesia shows drastic growth, with the percentage of users reaching 21.56% in 2023 and projected to continue to increase to 34.84% in 2029. One of the platforms that has experienced significant improvement is TikTok Shop, especially as a means of selling local beauty products, due to the ease of access and digital marketing strategies that encourage impulse purchases. This growth is supported by the role of social media and affiliate marketing through influencers who are able to reach a wide audience.

On the other hand, the increasing sense of pride in local products among Generation Z has also encouraged interest in beauty products such as Cushion Glad 2 Glow, which is known to offer quality at affordable prices. However, there are still problems related to the suitability of price and product content as well as consumer trust in online transactions due to inauthentic reviews and inconsistent product quality.

Value perception describes how consumers assess the benefits received relative to the sacrifices made, while product quality is related to the product's ability to meet consumer needs. Product trust plays an important role in reducing the uncertainty of online transactions and increasing customer satisfaction.

This research was conducted because there was a gap in previous research that showed mixed results related to the impact of consumer assessment on value, product quality, and consumer confidence in purchasing tendencies. The difference in this study lies in the placement of Purchase

Intention as the main dependent variable that is affected by the assessment of value, Product Quality, and Product Confidence in the context of local cushion products. Therefore, this study aims to find out how Perception of Value, Product Quality, and Product Trust affect Purchase Intention of Cushion Glad 2 Glow at E-commerce TikTok Shop in Generation Z in Surakarta.

2. RESEARCH METHOD

Research Variables

Research variables are characteristics or values in individuals, objects, or activities that are analyzed to derive conclusions, focusing on independent and dependent variables.

1) Independent variables are actively functioning and that affect dependent variables, namely the independent variables used are Value Perception, Product Quality, Product Trustworthiness.
2) Dependent variables are variables whose existence receives influence from independent variables. In this study, the dependent variables used included Purchase Intention (Y).

Operational Definition

The operational definition aims to clearly explain bound variables and independent variables, where dependent variables are variables that are influenced by independent variables.

1. Purchase Intent (Y)Purchase intent is the consumer's willingness to purchase a certain product based on experience and desire. Indicators: exploratory interest, transactions, purchases, and consumption (Suciawan & Melinda, 2022).
2. Value Perception (X1)Value perception is a consumer's assessment of the benefits of the product compared to the sacrifices made. Indicators: emotional value, social value, performance quality, and price/value of money (Arnisadhea et al., 2024).
3. Product Quality (X2)Product quality is the extent to which the product can meet the expectations and needs and expectations of the buyer. Indicators: efficiency, reliability, resilience, and compatibility (Anugrah, 2024).
4. Product Trust (X3)Product trust is the consumer's belief in the honesty, safety, and reliability of a product. Indicators: trust, reliability, honesty, and security (Balikpapan, 2025).

Scope Of Research

The object of this research is Cushion Glad 2 Glow which is marketed through TikTok Shop, with the subject of students in Surakarta who are actively shopping online. Surakarta was chosen because it has a large market potential for local beauty products among students.

Data Sources

Population and Sempel

a) Population

According to (Purnawansa et al., 2022) Population is all people, things, and sizes that are the main objects in research. Therefore, the population in this study consisted of a group related to a dependent variable, namely the intention to buy Cushion products *Happy 2 Glow* in the TikTok Shop. The study focused on generation Z with an age range of 18–28 years

b) Sempel

The sample is a portion of the population studied. Sample selection is carried out by researchers by paying attention to various factors, such as research problems, research objectives, designed hypotheses, methods used, and research instruments (Purnawansa et al., 2022).

Data Collection Techniques

Data collection in this study uses a questionnaire with a Likert scale designed in a structured way, which respondents fill out with their responses through the choices that have been provided (Islam & Jakarta, 2024). The data obtained was then analyzed using *IBM SPSS Statistics* software version 21.0 through validity tests, reliability tests, and regression assumption tests.

Data Analysis Techniques
Descriptive Analysis Techniques
a) Validity Test
According to Rahmayanti et al. (2024), the validity test aims to evaluate how accurate the instrument is in taking measurements of the variables being studied, so that the measurements taken accurately describe the concept in question.
b) Reliability Test
According to B. Jodi Forester et al. (2024), a reliability test is carried out to evaluate the extent to which a questionnaire compiled from variable indicators is consistent in its measurement or a specific construct. In the quantitative approach, the method commonly used to test the consistency of the instrument is test–retest reliability.

Classic Assumption Test
This study applies a classical assumption test to the primary data used, so that a series of tests are carried out in its implementation:
a) Residual Normality Test
One of the important conditions for regression is the assumption of residual normality, especially in cases where t-tests and F-tests are used in statistical inference. In this test, the null (H0) hypothesis holds that the residual is normally distributed. (Scott, 2025).
b) Multicollinearity Test
Multicollinearity is a strong relationship between independent variables that can affect the reliability of the model, so the test was carried out using the Variance Inflation Factor (VIF) value (Wibowo, 2025).
c) Heterogeneity Test
Heteroscedasticity is a state in which the variation of the error term remains constant throughout the observation. The white heteroscedasticity test is a method commonly used in the literature to test for the presence of heteroscedasticity in models. Wibowo, (2025).

Hypothesis Test
a) Multiple Linear Regression
According to Aflah et al. (2025), multiple linear regression is a This analysis aims to explain the relationship between one dependent variable (Y) and two or more independent variables (X), as well as estimate the value of the dependent variable of its independent variable
b) T Test
On Independent variables that affect dependent variables singularly or partially (Aflah et al., 2025). The method consists of the following decision criteria:
a) If the significance value is less than 0.05 If the t-calculated value exceeds the t-table value, then the variable X is considered to have an influence on the variable Y
b) If the value of sig is greater than 0.05 or t is calculated to be greater than t of the table, then variable X does not affect variable Y.
c) Test F
The F test aims to find out whether the independent variables together (simultaneously) affect the dependent variables (Aflah et al., 2025). The examination process consists of the following decision criteria:
a) If the significance value (sig) is less than 0.05 or the calculated value F is greater than in the F table, then the variable X affects the variable Y simultaneously.
(b) If the significance value is greater than 0.05 or the *calculated t-value* is smaller than *the t* table, then the X variable is declared to have no effect on the Y variable.

Coefficient DeterminatioN (R^2)
Determination coefficient shows the ability of independent variables to explain the variation of dependent variables, with from 0 to 1 which reflects the magnitude of the simultaneous influence of independent variables (Kurniawan et al., 2025).

3. RULTS AND DISCUSSIONS

Characteristic Overview

This study was conducted in Surakarta on 80 Generation Z respondents who used Cushion Glad 2 Glow on TikTok Shop, with a questionnaire return rate of 100%.

By Gender

Table 1. Respondent Gender

		Frequency	Percent	Valid percent	Comulative percent
Valid	Lac-Male	1	1.3	1.3	1.3
	Women	79	98.8	98.8	100.0
	Total	80	100.0	100.0	

Source : SPSS 21

The table above shows the gender in the respondents of the Cushion *Glad 2 Glow user* research through purchases at the *Generation Z Generation Z E-commerce TikTok Shop Surakarta are 1.3% of male respondents and 98.8% of female respondents.*

Based on Age

Table 2. Age

		Frequncey	Percent	Valid percent	Cumulative Percent
Valid	18-20 years old	14	17.5	17.5	17.5
	21-25 years old	59	73.8	73.8	91.3
	25-28 years old	7	8.8	8.8	100.0
	Total	80	100.0	100.0	

Source : SPSS 21

Based on age, the majority of respondents were in the range of 21-25 years at 73.8%. Respondents aged 18–20 years amounted to 17.5%, while 25–28 years old were the least, at 8.8%.

Based on the last education

Table 3. Final Education

		Frequency	Percent	Valid percent	Comulative percent
Valid	Junior High School	1	1.3	1.3	1.3
	High School/Vocational School Equivalent	58	72.5	72.5	73.8
	Diploma	3	3.8	3.8	77.5
	Bachelor	18	22.5	22.5	100.0
	Total	80	100.0	100.0	

Source : Data processed with SPSS 21

According to the results of the final education, the majority of respondents had a high school/vocational education equivalent of 72.5%. Respondents had a junior high school education by 1.3%, diplomas 3.8%, and bachelor's degrees by 22.5%.

Data Analysis Results

1. Descriptive Analysis Techniques

a) Validity Test Results

This study tested the validity of questionnaires on 80 Generation Z respondents in Surakarta who used Cushion Glad 2 Glow through TikTok Shop, with analysis using SPSS Statistics 21.

1. Value Perception Test Results

The validity test of Value Perception was carried out Through the comparison between R-count and R-table at a significance level of 5% with the degree of freedom df = n − 2. With 8 question items and 80 respondents, df = 78 so that r table = 0.1852. This value indicates that all questions of the Value Perception variable can be used.

Table 4. Results of the Validity Test of Value Perception

Number	R'Count	R'Table	Illumination
X1.1	0.659	0.1852	Valid
X1.2	0.715	0.1852	Valid
X1.3	0.537	0.1852	Valid
X1.4	0.711	0.1852	Valid
X1.5	0.618	0.1852	Valid
X1.6	0.730	0.1852	Valid
X1.7	0.731	0.1852	Valid
X1.8	0.728	0.1852	Valid

Source : SPSS 21

Product Quality Test Results

Based on the calculation of SPSS Statistics 21, all 8 items of the Product Quality variable question are valid with r calculated > r table (0.1852) against a significance level of 5%, so that it can be used in this study.

Table 5. Product Quality Validity Test Results

Number	R'Count	R'Table	Illumination
X2.1	0.599	0.1852	Valid
X2.2	0.749	0.1852	Valid
X2.3	0.515	0.1852	Valid
X2.4	0.527	0.1852	Valid
X2.5	0.745	0.1852	Valid
X2.6	0.655	0.1852	Valid
X2.7	0.505	0.1852	Valid
X2.8	0.651	0.1852	Valid

Source : SPSS 21

Product Confidence Test Results

Based on calculations on the computer using SPSS statistic 21 shows that all questions about the product Confidence variable with as many as 8 question items are found with a comparison of rCalculate > rTable (= 0.1852) using a significant level of 5%. Therefore, all question items on the product confidence variable were declared feasible for use in this study

Table 6. Product Reliability Validity Test Results

Number	R'Count	R'Table	Illumination
X3.1	0.659	0.1852	Valid
X3.2	0.639	0.1852	Valid
X3.3	0.632	0.1852	Valid
X3.4	0.504	0.1852	Valid
X3.5	0.632	0.1852	Valid
X3.6	0.644	0.1852	Valid
X3.7	0.694	0.1852	Valid
X3.8	0.729	0.1852	Valid

Source: SPSS 21

Purchase Intent Test Results

Based on the calculation on the computer using SPSS statistic 21, it can be seen that all questions about the purchase intention variable with as many as 8 question items were found with a comparison

of rCalculate > rTable (= 0.1852) using a significant level of 5%. Thus all of the purchase intention variable questions can be used in the analysis of this data, as described in the following table 1.8:

Table 7. Validity Test Results

Number	R'Count	R'Table	Remarks
Y1.1	0.720	**0.1852**	**Valid**
Y1.2	0.723	**0.1852**	**Valid**
Y1.3	0.690	**0.1852**	**Valid**
Y1.4	0.718	**0.1852**	**Valid**
Y1.5	0.613	**0.1852**	**Valid**
Y1.6	0.595	**0.1852**	**Valid**
Y1.7	0.662	**0.1852**	**Valid**
Y1.8	0.603	**0.1852**	**Valid**

Source : SPSS 21

Reliability Test Results

The reliability test was carried out to measure the level of ability of the list of questions given to respondents. Instruments that are declared reliable if the Alpha Cronbach value exceeds 0.60, but instruments that are declared unreliable if the Alpha Cronbach value is below 0.60.

Table 8. Reliability Test Results

Variable	Cronbach's Alpha	Remarks
Perception of Value	0.841	Reliable
Product Quality	0.832	Reliable
Product Reliability	0.796	Reliable
Purchase Intent	0.823	Reliable

Source : SPSS 21

From the table, it can be seen that each variable is shown as reliable. Since the Alpha Cronbach value is above 0.60, we can consider this variable as reliable.

Classic Assumption Test

a) Normality Test Results

In this study, a normality test was performed to evaluate whether the residue in the regression model followed the normal distribution. This can be done by utilizing Kolmogorov Smirnov's One Sempel method, provided that If the significance value is more than 0.05 or 5%, If the significance value is ≥0.05 (5%), the data is considered to be normally distributed; Conversely, if the significance value < 0.05, the data is not normally distributed.

Table 9. Normality Test Results

One Sempel Kolmogorov Smirnov test	
	Stuttgart Residual
N	80
Asymp.sig. (2-tiled)	.373
a. Normal test distribution *b. Calculated from data* *c. Correction of Liliefors significance*	

Source : SPSS 21

The results of the normality test indicated that the asymptotic sig. (2-tiled) is 0.373. This indicates that the research data is categorized as normally distributed because the significance value exceeds 0.05.

b) Multicolonial Test Results

The multicoloniality test was used to assess the form of regression that occurred in independent variables with the value of tolerance factors and inflation differences. If the tolerance value is greater than 0.10 or the VIF value is less than 10, then multicollinearity cannot occur.

Table 10. Multicoloniality Test Results

Coeffeients[a]

Models	*Collinearity Statistics*		Remarks
	Tolerance	*VIVID*	
(Constant)			
Perception of Value	.336	2.976	Non-occurrence of Multicolonialism
Product Quality	.458	2.182	
Product Reliability	.255	3.920	Non-occurrence of Multicolonialism
			Non-occurrence of Multicolonialism
a. Dependent variable : Buy Intention			

Source : SPSS 21

c) Heteroscedasity Test Results

The heteroskepticism test was used to assess whether the regression model had variance disparity between observations.

Table 11. White Heteroskedasity Test Results

Model Summary

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.192a	.037	-.057	8.82204

Source : Data processed with SPSS 21

The result of the white test above is explained by R *squere* obtained as 0.37 *Chi squere* calculated by N*R Squere (80*0.037 = 2.96) while *Chi Squere* Table (11.0705 (df = 5, a = 0.05). Based on the above results which show that *the Chi Squere* calculation < *Chi Squere* table (2.96 < 11.0705), it can be concluded that the data does not show symptoms of Heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear analysis is a method to evaluate how independent variables in the study of variables Perception of Value, Product Quality, and trust in products Contribute to changes in dependent variables, purchase intent

Table 12. Multiple Linear Analysis Result

Models		**Unstandardized Coefficients**		**Standardized Coefficients**	t	Sig.
		B	Std. Error	Beta		
1	**(Constant)**	8.613	2.227		3.867	.000
	VALUE PERCEPTION (X1)	.635	.105	.715	6.032	.000
	PRODUCT QUALITY (X2)	-.004	.076	-.005	-.052	.959
	PRODUCT TRUST(X3)	.103	.132	.107	.784	.435
a. Dependent Variable: BUY(Y) INTENTION						

Source : SPSS 21

Based on the regression analysis From the process, the following equation is obtained

Y= 8.613 + 0.635 X1 - 0.004 X2 + 0.103 X3

The constant (a = 8.613) The value of the constant of 8.613 indicates that the average buying intention is at 8.613 in cases where the entire independent variable is zero.

a) Value Perception (b1 = 0.635) has a regression coefficient of i0.635 Showing that each addition of one unit of Value Perception will have an impact on increasing Buying Intention by 0.635 units, with other independent variable estimates being constant/direct.
b) Product Quality (b2 = -0.004) has a regression coefficient of -0.004 which indicates that each addition of one unit to the quality of the product will reduce the Purchase Intention by -0.004 units
c) Confidence (b3 = 0.103) Assuming another variable The addition of one unit of Product Confidence is followed by an increase in Buying Intention by 0.103 units, according to a regression coefficient of 0.103.

Hypothesis Test

a) Results of the Individual Parameter Significance Test (t-test)

Partial Test (t-test) is a test used to assess the level of significance of how influential the independent variables of perception of Value, Product Quality and Product Confidence individually or perally on variables tied to Purchase Intent.

Table 13. Results of the t test

Coefficients		
Model	t	sig.
1 (constant)	3,867	.000
Perception of Value	6,032	,000
Product Quality	-.052	.959
Product Reliability	.784	.435

a. *Dependent Purchase Intent Variable (Y)*

Source : Data processed with SPSS 21

Therefore, the Ttable used in this study is 1.991.

1. Perception of Value
   According to the results of the t-test, the Value Perception variable (X_1) has a tcal value of 6.033 which is greater than the table (1.991) with a significance increase of 0.000 (< 0.05). Thus, H_0 is rejected and H_1 is accepted, so it can be concluded that if the Perception of Value has a positive and significant effect on the Purchase Intention (Y).
2. Product Quality
   The results of the t-test showed that the Product Quality variable (X_2) had a tcal value of −0.52 which was smaller than the ttable (1.991) with a significance level of 0.959 (> 0.05). Therefore, H_0 is accepted and H_1 is rejected, which means that Product Quality affects negatively and insignificantly to Purchase Intent (Y).
3. Product Reliability
   The Product Confidence variable (X_3) has a calculated value of 0.784 which is smaller than the table (1.991) with a significance increase of 0.435 (> 0.05). Thus, H_0 is accepted and H_1 on Purchase Intention (Y).

b) Results of the Simultaneous Significance Test (f-test)

The simultaneous significance test aims to determine the influence of all independent variables in the model affecting other independent variables simultaneously.

Table 14. Test Results f

Innovation[a]	
Model	f sig.
1 Regression	45,264 .000b

a. Dependent Variable: Purchase Intention
b. Predictors: (Constant), Perception of Value, Product Quality, Product Trustworthiness.

Source : SPSS 21

Based on the test table, it was obtained that the value of Fcal was 45.264 which was greater than Ftable 2.72 with a significance level of 0.000 (< 0.05), so that H_0 was rejected and Hα was accepted. Thus, the perception of value, product quality, and product confidence simultaneously have a significant effect on the Purchase Intent.

c) Coefficient of Determination (R^2)

The determination coefficient is used to measure the contribution of independent variables (Perception of Value, Product Quality, and Trust) to explain the dependent variable, namely Product Purchase Intention).

Table 15. Determination Coefficient (R^2) Test Results

Model Summary[a]				
Model	***R***	***R Adjusted Square***	***R Std. Error of Squere the Estimate***	
1	.801	.641	.627	2.46356

a. Predictors: (Constant), Perception of Value, Product Quality, Product Reliability
b. Variable Dependent: Purchase Intention

Source : Data processed with SPSS 21

From the results of the analysis of the determination coefficient (R^2) found based on the table, it can be seen that the Adjusted R Square is valued at 0.627 (62.7%), so it can be interpreted that the variable studied has an influence of 62.7% on other variables. Meanwhile, the rest, which is 37.3% (from 100% - 62.7%), indicates that other variables also affect other independent variables studied.

Discussion

The Effect of Value Perception (X1) on Buying Intention (Y)

Multiple linear regression analysis shows that any increase in Value Perception has a positive and significant impact on Purchase Intent. The discovery is in line with the results of the t-test, where the tcal value exceeded the ttable (6.033 > 1.991) and the significance value obtained was 0.00 (< 0.05).

Product Quality (X2) Against Purchase Intent (Y)

The results of multiple linear analysis indicate that Product Quality has a negative effect, but its effect on Purchase Intent is not significant. Evidence of this is seen in the partial test (t-test) where the Thcal <Ttable (-0.52 <1.991) and the significance level is (0.959 >0.05).

Product Trust (X3) Towards Purchase Intent (Y)

Multiple regression analysis shows that Product Confidence has a positive impact on Purchase Intent, although the effect is not significant. This is strengthened by the results of the t-test, where the Tcount < Ttable (0.784 < 1.991) and the significance of 0.435 > 0.05.

The Effect of Value Perception (X1), Product Quality (X2), Product Confidence (X3) on Purchase Intention (Y)

Based on the findings of the concurrent test (Test F), it can be seen that the perception of value, the aspect of product quality, and the level of trust of the product play a role together in influencing the dependent variable (Purchase Intention). This is confirmed by the results (F test) in which the Fcount < of Ftabel (45.264 < 2.72) and the significance level (0.000 < 0.05.)

4. CONCLUSION

In accordance with the data analysis carried out and the discussion of the variables of Value Perception, Product Quality, and product trust in the Purchase Intention of Cushion Glad 2 Glow in *the TikTok E-Commerce* Shop, the following conclusions:

1. There is a positive and significant influence of Value Perception on the Purchase Intention of Generation Z consumers in Surakarta in buying Cushion Glad 2 Glow through TikTok Shop. The increase in value felt by consumers is directly proportional to the magnitude of Purchase Intent
2. Product quality has negative implications for Purchase Intent, but this influence does not reach a significant level, so it is not the main factor for Generation Z consumers in forming the intention to buy Cushion Glad 2 Glow.
3. Product Confidence shows Has a positive, albeit insignificant, impact on Purchase Intent, so its role is not statistically strong enough and needs to be supported by other factors.
4. Simultaneously, Value Outlook, Product Quality, and Product Trust level significantly affect Purchase Intent. However, only partially Value Perception has proven to be significant, so the increase in Purchase Intention needs to be focused on strengthening the value felt by consumers.

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