TIK TOK SHOP : QUALITY SYSTEM AND MARKETING MIX ON CONSUMER SATISFACTION OF ONLINE SHOPPING

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Abstract: Technology is currently successful side by side with the community, especially smart phones become the primary need in the community. Social media is not only used in formal forums but also in entertainment and shopping media. One of the social media offers to shop online is Tik Tok Shop. The purpose of this study is to find out what tik tok shop users feel in using this application to shop for desired items.This type of research is qualitative descriptive, w ith methods of retrieving interview data to tik tok shop users. Interviews were conducted to three Tik Tok Shop users, questions given based on indicators in system quality and 7P marketing mix. The validity of the findings uses the Triangulation method.The result of this study is the tik tok shop users feel happy to use this application to shop. From the variable quality system the user feels from the side of easy of Use, Response Time, reliability, flexibility and security are considered fulfilling. And based on the variables of the Marketing mix is felt differently from other applications, consumers feel direct interaction with the seller, this interaction is done when the live is done by the seller. When live the seller will review his products one by one and also provide examples of products if used. Consumers are more happy when they see a product review conducted by the seller.

Keywords: Quality System, Marketing Mix, Online Shop

1. Introduction

Social media has become a primary need of some people. This can be proofed by the difficulty of people separating from their mobile phones. Even the latest report from marketing agency We Are Social and social media management platform Hootsuite stated that more than half of the population in Indonesia was actively using social media in January 2021. In the report entitled Digital 2021: The Latest Insights Into The State of Digital, it was stated that of the total 274.9 million population in Indonesia, 170 million of whom have used social media (Kompas.com, 2021). And the latest data in 2022 version of the databox of social media users currently rises to 125.4 million users. Social media that are often used in Indonesia include Facebook, Twitter, Youtube, WhatsApp, Instagram, Facebook Messenger, Tik Tok, Telegram, Line, Linekedin, We Chat, Snap Chat, Skype, Tumblr, Reddit. (kompas we are social, 2021). The development of social media and technology makes it easier for people to take advantage of all these applications. Social media marketing is a marketing strategy using social media as a platform to expand the business. Many types of content can be uploaded through social media, such as content for general information, guides, entertainment and product offerings. Social media marketing can also be done for free or using paid advertising. Social media itself is able to play an important role in the evolution of online shopping. With social media, it is able to

expand the reach of business to all over the world without having to do a lot of effort and can increase the opportunities for consumers to visit their online shop. The application of an application system in an online shop business should achieve success with one of the indicators being the ease of use of an application system so that a match between expectations and user satisfaction is achieved (Ginting, 2017).

With a good quality system, it will be able to influence user or consumer trust (Widodo, 2016), in terms of marketing, consumer trust is the most expected thing. Because consumers believe in the existing system, they will definitely be willing to use the application to carry out activities they like. In companies, social media is widely used as a tool in marketing communications (Wigstrom & Wigmo, 2010). With a good quality system carried out on social media, it is hoped that the marketing strategy can run optimally because it's not only provides one-way communication like traditional media, but has implemented two-way communication or even more than that. This is also supported by Justianto (2014) which states that promotion using social media has a significant effect on purchasing decisions.

Not only a good quality system to be able to attract consumers but also the marketing mix is one of the next strategies. To be able to understand what consumers think and develop marketing strategies, companies must be able to understand what consumers think, feel, do, and consumers' minds can be influenced or influence others (Nofri & Hafifah, 2018). Marketing Mix is a marketing tool that companies can use to achieve targeted marketing (Kotler, 2012). In marketing, this marketing mix is needed which consists of product, price, place, promotion, people, process and physical evidence. In designing marketed product, price, place and conducting promotion.

From the description above, it can be concluded that as a company or seller, it is necessary to consider the quality of the system of the application used and also the marketing mix of the product to be launched. The Tik Tok Shop application is one of the social media that provides a place for business people to promote the products they sell. The tik tok application has several advantages, including no need to create an account to be able to view videos on tik tok, short video durations have 15 seconds, have various filters, have challenges in them, application users can use the selected background music that has been provided, no advertisement , and a place where many people are creative (Rancah Post, 2020). The many advantages that make it easy for users in it have an impact on increasing Tik Tok users in one year, 2021. In fact, the number is quite drastic, as much as three times. Currently, Tiktok users in Indonesia have reached 92.2 million users, it is calculated that as of July 2021 this number will increase. This proves that the system in the Tik Tok application is quite good. And the number of viewers who see the live seller on the tik tok shop is able to attract consumers. In this application we can also see comments from consumers. Later, not all of them were good, there were some consumers who commented that they were not satisfied with the products being sold. This shows that with this application, consumers can judge a product not only from its appearance but also based on the experiences of other consumers.

Based on the various user perceptions of the Tik Tok application, the researcher wants to examine how the Quality system and Marketing Mix on the Tik Tok Shop application are.

Research purposes

To describe the perception of Tik Tok Shop users about the Quality System and its Marketing Mix.
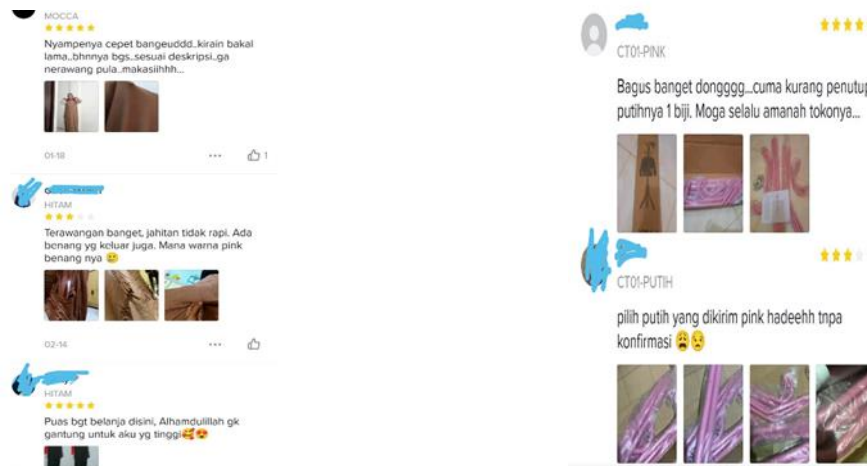
Figure 1. Examples of positive and negative comments in the customer review column
Source: Tik Tok Shop (2022)

2. Literature Review

Tik Tok Shop Quality System
TikTok Shop is one of the social commerce platforms where users can create content for promotion as well as sell their products there like e-commerce with many product catalogs. (Blog, 2022) and payment methods on Tik Tok Shop by bank transfer, OVO, Dana, Alfamart, GoPay (Blog, 2021). Marketing in the Tik Tok application has a different strategy, Tik Tok currently has many users so that it offers certain benefits in the trading section as a promotional tool. Different platforms on Tik Tok use videos with a duration of 30-60 seconds with unique and interesting special effects and music support so that users can make videos as interesting as possible as to attract customers and be able to encourage the creativity of the users (Raudah et al, 2021). Yunarti et al (2020) stated that online promotion using the Tik Tok application was able to affect sales levels during the COVID-19 pandemic. Tik tok is an effective promotional tool through content creativity created by sellers to attract consumer's attention to the goods offered or follow the live they do in offering products and reviewing them. The Tik Tok application has many users so it is beneficial for users to promote their products in the Tik Tok shop. The advantages of tik tok shop, consumers can scroll FYP while shopping, free shipping and promos, increase the store's audience, content can be used as promotional media Quality system based on Suhendro (2016, in DeLone and McLean 1992) states that the quality system consists of hardware and software in the information system. However, it is focused on the performance of the system which refers to how well the capabilities of the hardware, software, policies and procedures of the information system can provide information on user needs. Quality system according to Widodo et al (2016), there are 5 indicators in measuring the quality of application systems, including the following: easy of use, response time, reliability, flexibility, security. The basic idea of quality itself is not based on what is set by the company but what consumers want (Widodo et al, 2016) but when we talk about system quality, this cannot be separated from the support of service providers (Rinaldi & Santoso, 2018) even though the quality system refers to the customer's perception of e-commerce sites in finding information and transacting (Fang et al, 2011).
Characteristics of the Quality System there are several indicators in it based on DeLone and McLean (2003) in Rachmawati (2012), among others, as follows
1. Flexibility is an information system that shows that the established information system has good quality. Flexibility in question is the ability of the information system to make changes that are related to satisfying user needs.

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2. Ease of use, namely the information system can be said to be of high quality if the system is designed to meet user satisfaction through the ease of using the information system

3. Reliability of the system is a quality information system is a reliable information system. If the system is reliable then the information system is feasible to use. Information system reliability in this context is the resilience of the information system from damage and errors

Marketing mix

Marketing based on Stanton (2013) is a system of business activities designed to plan, determine prices, promote and distribute products that are able to satisfy desires in achieving company goals. The understanding of marketing above is also strengthened that marketing also has value for customers and builds strong customer relationships to capture customer value in return. (Kotler & Armstrong, 2012), in addition to customer value, marketing is expected to be able to maximize profits for shareholders by establishing relationships with main customers and create a competitive advantage (Dyle in Sudaryono, 2016).

Marketing mix is a strategy carried out to achieve organizational and consumer goals. The marketing mix can also be interpreted as a set of marketing tools controlled by the company to produce the response expected by the target market. (Kotler and Armstrong, 2012). The marketing mix based on the exposure of Kotler and Armstrong (2012) emphasizes several factors known as the 4Ps, namely product, price, place and promotion. However, along with the development of the marketing mix model, it expanded to 7Ps, namely 1). The product is the quality of the goods offered at an affordable price which will clearly become the target market. The brand of the product is also one of the important things because there are several market segments that make the brand the main reason for choosing a product. Explanation of several factors that can influence the product is (a). Easy in the transaction process, (b). Fulfillment of needs and desires, (c). Comparing offerings with competing companies, (d). Take advantage of new technology. 2). Price is an important element attached to a product and is sometimes able to be the main key for consumers to buy products, especially consumers to buy goods that are at the lower class in marketing, pricing becomes a force to compete in the market. Several indicators that can influence prices include (a). The level of welfare of the people, (b). Powerful/ useful value, (c). Mark. 3). Promotion is the main tool in marketing a product. This promotion sometimes causes the company's finances to swell in order to introduce the product to the market. This promotion can be in the form of advertisements in print, electronic media, brochures, sponsorships and billboards. 4). Place has to do with access to where the product is sold or the distribution of its products. This location is the most important thing because it is related to after-sales satisfaction and before-sales satisfaction of customers or consumers. Factors that influence the location or place when consumers or organizations consider their marketing strategies include the following (a). Easily accessible location, (b). Use of technology, (c). The security standards of the location, such as optimal queues during peak hours. 5). People or personnel is any commitment, incentive, appearance, behavior and habit attached to customers or employees of the company. Factors influencing personnel include (a). Skills training in interacting, (b). Resolution of consumer problems, (c). Service participation and service execution, (d). Religious norms, (e). Objective norms, examples of greetings. 6). Process is one of these elements that is in the 9 Core elements of marketing but seeing an important correlation, this element is drawn into one of the parts of the marketing mix. Determinant indicators in it include procedures, policies, mechanisms, direction of activities, etc., and 7). Physical evidence is the environment, color layout and additional facilities. This is related to the appearance of a product or service offered. It is also related to the packaging that is presented to attract consumers. The packaging process is one of the most important elements in the 9 core elements of marketing, but seeing the correlation,

the element becomes one part of the marketing mix. Some process indicators needed are procedures, policies, mechanisms, direction of activities, etc.

3. Methods

This research approach is a qualitative research, the theoretical orientation in this research is based on phenomenology. What is meant is based on the phenomenon that exists in today's society who are accustomed to shopping online. Data collection uses the results of observations, interviews and documentation which are then described by the researcher. The type of data used is primary data obtained from interviews with informants who have used the Tik Tok Shop application. There are 3 informants, chosen by the researchers are users of the tik tok application who have made purchase transactions using the tik tok shop.

In qualitative research, the validity of the findings is needed to obtain valid interpretations, and in this study triangulation is used. The method used by the researcher is theoretical triangulation, which is to compare the formulation of information obtained from sources with relevant theoretical perspectives (Rahardjo, 2010).

Data Analysis Techniques researchers will reduce data by selecting and focusing on simplification, abstraction and transformation of rough data that emerges from the results of interviews in the field. Furthermore, the presentation of the data consists of compiling a set of information that the possibility of drawing conclusions and taking action. And the last step is drawing conclusions which is a decision process that leads to the answers to the questions that want to express.

4. Result and Discussion

Description of Informants

All informants in this study have met the 5R criteria (relevance, recommendation, relationship, readiness, reassurance) and do not mind to be named. The three sources of this research are as follows:

Table.1 Informants Description

NAME	JOB	CODE	AGE	INFORMATION
Endah	PNS	EN	39	Informant 1
Nanda	Mahasiswa	NN	20	Informant 2
Tyas	Swasta	TY	38	Informant 3

Source: Researcher (2022)

Information about all informants in this study is as follows:

1. Endah is a civil servant in the city of Kediri. Since covid, Mrs. Endah has often used the Tik Tok application to entertain herself or relieve fatigue and Tik Tok Shop for shopping.
2. Nanda is a student at a public university in Malang City. Nanda has a tik tok application to view funny content and content about BTS Kpop. But also often open a Tik Tok Shop to shop online
3. Tyas is an employee at a private university in the city of Kediri. Mrs. Tyas has a tik tok application to view funny content, Kpop and Drakor. And often shop online using Tik Tok Shop.

Results Discussion

The data from the research results in this study were obtained through in-depth interviews conducted by the researchers starting in January 2022. Since the informants did not speak English, the interviews were in Indonesian and translated into English by the researchers. There are two sessions in the discussion of the first session on the quality system, the second session on the discussion of the marketing mix

Sesi 1. Quality System

Question 1: Do you often open the Tik Tok App? And how many times a week?

Interview result

EN   : Often, almost every day I open the Tik Tok application

NN   : Always, every day I see Tik Tok, sometimes it can be 2 times a day

TY   : Often, every day open the Tik Tok application and can be many times a day

Question 2 : What content do you like on the tik tok app?

Interview result

EN   : Usually funny entertaining videos and viral challenges

NN   : The tik tok application that I like is Kpop, Hmmmm BTS he..he.. lol the content is good for the army. Army is the name of BTS' fans. Keep the content interesting, funny, even sometimes it can be "baper" (getting emotional)

TY   : The Tik Tok application has many creations from application users, ranging from entertaining, inviting, or wishful thinking. The creations from tik tok that I see are funny things that contain snippets of videos from TV or you tube. For example, Lapor Pak

Question 3 : How do you think the tik tok shop application is, is it easy to use, easy access, flexible and safe?

Interview result

EN   : Tik Tok is easy to use, you don't need to use an account to activate it, you can see videos on Tik Tok. The trick is to click search and then type what we want to see, it will automatically have many choices with keywords. It's easy to use, if you want to re-share to other links, it's also easy, and if the account is kept secret, click on the rules for the private account we have

NN   : The tik tok application is easy to use, my sister who is in elementary school can access this application. When we want certain content, we just click share, if we want to create content with facilities on the tik tok shop, it's also easy. No need to download anymore, you can directly use the various filters provided. So that it makes it easier for us to follow the challenge and I don't feel left behind what is going viral

TY   : The Tik Tok application is very easy to use, from when we want to activate the application by downloading it from the Play Store to using it technically. The ease of using tik tok is not only when we start but also when we want to upload the content we made, how can the content FYP, so if we want to share the existing video to WA, my status is to another link. Tik tok provides many applications in it, many funny and fun filters as entertainment media. The application in it is also complete and not difficult to use. When I order an item and it can't be sent from the tik tok shop within 14 days, I will refund my money. I'm currently paying via Gopay. This protects me without having to complain directly. So I've heard that when one of the live sellers ordered an item and had to pivot, then the tik tok shop canceled it within a certain time limit. And this definitely helps us as buyers, to feel safe.)

Question 4 : In your opinion, how is the response time of the Tik Tok Shop application and is it in accordance with what was informed?

Interview result

EN : When I buy the response is fast, even if it's live or not, so if it's live, they're on the tik tok shop and if it's not live, there's ti tik tok for reviewing this seller's product. So this tik tok application has good promotions sometimes when we see tik tok we don't realize that they are actually promoting their products in the yellow basket or asking us to join the live event. Tik Tok has accuracy in carrying out its activities according to the information provided, for example, if the order is informed of delivery 28 January -1 February, then the goods will arrive on that date.

NN : Tik Tok is always fast response, and also on time in delivery. So far, if there is indeed a coupon, it can be used, for example there is a disc during the event, it will also be automatically deducted

TY : The Tik Tok application, if I feel it is quite good, responds to consumer complaints quickly, all information provided as social media is also carried out well. For example, when the goods we ordered within 14 days there is no response, then the tik tok party will immediately cut off our transaction and the money will be returned immediately. When the application provides information on when the estimated arrival of the goods. This is also in accordance with the predictions given. I think this application is quite trustworthy and able to give a sense of trust to consumers or users.

Question 5 : Have you been using the Tik Tok or Tik Tok Shop applications for a long time, did the applications get errors or did you experience problems while surfing the desired content or shopping activities?

Interview result

EN : It's like e running smoothly, except if the internet network has problems like before
NN : no… just normal
TY : so far it's been smooth

From the results of the interviews above with 3 sources as informants, it can be concluded that the Tik Tok application and the Tik Tok Shop application are easy to use. It starts when we start downloading the application on the Play Store, using it, and sharing it with various links. The Tik Tok application has facilities that are different from other social media. Based on the three informants in the Tik Tok application, there are several facilities, including filters for user display in creating content, sound menus, songs, and even some viral challenges or not. This tik tok application is very helpful for content creators to attract users as market share for the product they want to introduce. So that the next hope is that users are willing to visit the LIVE event on the tik tok shop. The facilities owned by Tik Tok shop are not only easy to use, but how to access them is also easy. The system in it is quite straightforward and flexible without being convoluted so that people can easily understand it even though it is the first time they enter. The security of this application to protect users is quite good, users can activate private accounts so that not everyone can see the content, and can also reduce comments if users do not want their content to be commented on by other users. Sellers on Tik Tok are also fast in responding when users complain about the products being sold, the products purchased by users are in accordance with the estimated time given by Tik Tok. And this shows what is informed by the tik tok shop that is run well or according to the promise it made. With a good quality system, it will definitely trigger user satisfaction, as Widodo et.al (2016) say if the quality of the system has a big role in the progress of the development of good application quality so that consumers as users can feel satisfied. Satisfied users will certainly increase the number of people who create accounts or join the Tik Tok application. This is supported by Insider Intelligence (2022) which predicts that TikTok will have 755 million active users by

2022. This figure was achieved based on the growth of TikTok users in 2020 which reached 59.8 percent and 40.8 percent in 2021. And also according to the analyst App Annie (2021), TikTok has grown rapidly compared to its social media competitors, the number of TikTok users reaches 1 billion users as of July 2021.

Sesi 2. Marketing Mix

Question 1 : What products do you often see on Tik Tok Shop? How about the products offered?

Interview result
EN   : I often see clothes, the clothes that are sold are according to the price, the material is according to the seller's review
NN   : not often, the products I buy are BTS products, they are cheaper because don't have enough money to buy the original ones he…he…he
TY   : I often shop at the tik tok shop, I usually buy clothes, children's toys, household items, but once when I bought children's clothes, it turned out that the items that arrived home didn't match the picture, when I reviewed the fabric it looked thick, it was very thin wk..wk …wk

Question 2: How about the price of the product? Appropriate, more expensive or affordable?)
Interview result
EN   : cheap, there are often discounts
NN   : cheap, compared to orange and green shops, free shipping too
TY   : really cheap

Question 3: Do you think Tik Tok can be a promotional media?

Interview result
EN   : promotion on tik tok is good
NN   : creative
TY   : Good, tik tok can be used as a promotional media to attract consumers to see sellers reviewing products while live at the tik tok shop. So in the tik tok application there is a tik tok shop

Question 4: Do you think Tik Tok Shop is a proper place to sell?

Interview result
EN: yes, it's easy to find which one is live
NN: yes
TY: yes

Question 5: How does the seller carry out his activities in the tik tok shop

Interview result
EN   : the seller reviews the goods, sometimes they try it directly
NN   : interesting, the seller gives an idea if the product is used well or not
TY   : good, when the seller reviews there is communication between the prospective buyer and the seller so I don't get bored

Question 6: How is the process of buying and selling activities at the tik tok shop, starting from consumers ordering products, payments and goods to consumers?

Interview result
EN   : easy, we can directly click on the yellow cart, choose a payment method, and monitor orders
NN   : easy, transfer, COD or Gopay
TY   : easy, because there are many ways that are provided by GoPay, OVO, Funds, Bank Transfers, or cash at Indomart and Alfamart

Question 7: How do the products in the tik tok shop look? How's the packaging?

Interview result
EN: Okay, because apart from the picture on the yellow cart, the seller also explains the items in detail. Sometimes it is also tried and the seller describes how tall he is and how much weight (if the product is clothes). The packaging also arrived at the house still in good condition
NN: The product pictures on Tik Tok are good, clear, easy to understand, easy to find. The packaging during delivery is also good because the goods arrived safely
TY : The appearance of the products in the yellow cart is good, neatly arranged, like in an orange or green shop, plus a detailed review from the seller adds to the confidence of the buyer to make a purchase. the packaging is sometimes not good..I've bought a robot vacuum with an ordinary packaging, not doubled with protective plastic, which has a small wrap around it..only the cardboard that comes from the product is added to the outer plastic. So you don't know if the product damage is caused by a defective product or the effect of being thrown on an expedition, the vacuum robot can be "on" but can't rotate. Then I complained to the shop because there was no guidebook, and the response was quite good and it was answered in less than 24 hours.

From the results of interviews with informants, it can be concluded that in terms of the 7P marketing mix from the product side, the informants prefer to buy clothes even though there is one informant who does not focus on one product model but also other products such as toys and household appliances. The price spikes sold on the Tik Tok Shop application tend to be cheaper because this application often provides discounts in the form of coupons or free shipping. However, at this time the researcher has entered into the Tik Tok account, not all items are free of shipping costs, but for discount coupons for some products, they still exist. The promotions that the seller does while live on the tik tok shop or in the tik tok application are very interesting. This promotional content is also tucked away in the Tik Tok application. This content does not contain an invitation, but they tend to create content that makes these users want to know what goods are being sold. In the tik tok shop, sellers can create content to attract users to their live schedule when reviewing products, but sellers don't forget to also attach a yellow cart in the form of the products they wear when creating the content.
According to informants, the Tik Tok shop is a suitable place to sell because with a promotional strategy and the way they review goods, it creates good creativity for the sellers and this makes Tik Tok users not feel bored when following the live. At the time of this review, there was an interaction between the seller and the buyer, which contained requests for product reviews, doubts between products, praising the products being sold to giving praise to the seller who demonstrated the product. Overall, the activity in the tik tok shop starts, we can order easily, make payments, complain, all are easy to learn. Based on the informant, the payment method at the tik tok shop is very easy and we are given many choices, including GoPay, OVO, Funds, bank transfers, or in cash at Indomart and Alfamart. And for product displays that appear in the

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yellow cart based on product informants neatly arranged, the information in each product description is clear, making it easier for buyers to understand what product they want. Of the 3 informants, one informant had a bad experience, namely the appearance of the product did not match the picture in the yellow cart and did not match the seller's review. Of course this makes buyers or consumers not willing to make repeat purchases. Likewise, packaging when sending informants on several occasions had good experiences, namely the goods arrived in good condition, but there was a bad experience where packing during delivery was felt to be less secure, especially when the goods purchased were electronic goods. Which is easily damaged if dropped or slammed during the expedition.

5. Conclusions

Conclusion

Based on the information obtained from informants, it can be concluded that the quality of the Tik Tok application system is very good, as proofed by the increase in the number of users in 2021 which is increasing enough to predict that in 2022 it can be more. Meanwhile, from the user's point of view, the overall marketing mix is good, although sometimes there are some items that are not in accordance with the seller's review or do not match the picture and also the safety for packaging is also not paid attention to.

Recommendations

For the owner of the Tik Tok application, it may be possible to always consider a store or account that has a lot of unfavorable reviews from customers. For content creators, especially those who sell on the Tik Tok Shop, they should always be honest in describing their products so that consumers feel satisfied, besides that, sellers should be more careful in providing services to consumers so that the goods/products purchased remain in good condition and in accordance with order. For Tik tok users / buyers in the Tik Tok shop application, they should consider accuracy and pay more attention to products and their functions properly.

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