

ABSTRACT

This study aims to analyze the influence of payment methods, price, discounts, and electronic word of mouth (e-WOM) on consumer behavior on TikTok Shop, with transaction security considered as a moderating variable. Based on consumer behavior theory and the principle of diminishing marginal utility, it is assumed that consumers seek to maximize satisfaction within a limited budget. However, digital convenience and emotional factors may drive irrational and impulsive consumption behavior.

The research adopts a quantitative approach with a cross-sectional design, using a questionnaire distributed to active students of the Faculty of Economics and Business at Diponegoro University who are TikTok users. Data were analyzed using Structural Equation Modeling (SEM) with WarpPLS.

The results showed that payment methods, discounts, and e-WOM had a positive and significant effect on consumptive behavior, while price did not show a significant effect. Transaction security is proven to moderate the effect of price and discount on consumptive behavior, but cannot moderate the effect of payment methods and e-WOM.

Keywords: Payment Method, Price, Discount, E-WOM, Transaction Security, Consumptive Behavior

