

THE INFLUENCE OF VISUAL ELEMENTS AND EASE OF USE ON PURCHASE DECISIONS THROUGH TIKTOK SHOP AMONG GEN Z

PENGARUH ELEMEN VISUAL DAN KEMUDAHAN PENGGUNAAN TERHADAP KEPUTUSAN PEMBELIAN MELALUI TIKTOK SHOP DI KALANGAN GEN Z

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Abstract: This study aims to test the influence of visual elements and ease of use on purchase decision partially and simultaneously. Data were collected through a questionnaire method with a population of 103.689 and by using the Slovin formula, 99,90 samples were obtained, however, the sample was rounded up to 100. The result indicates that both Visual Elements and Ease of Use play crucial roles in influencing purchase decisions. When analyzed simultaneously, these factors significantly impact how consumers decide to buy products. Partially, each factor also shows a distinct influence on purchase decisions. Visual elements significantly influence purchase decisions by enhancing the visual appeal and communication of video content, making products more enticing to Gen Z users. Meanwhile, ease of use of TikTok Shop significantly affects purchase decisions, as Gen Z users prefer intuitive and user-friendly technology. A seamless and hassle-free shopping experience increases user satisfaction and the likelihood of purchase.

Keywords: Visual Elements, Ease of Use, Purchase Decision, Social Media Marketing.

Abstrak: Penelitian ini bertujuan untuk menguji pengaruh elemen visual dan kemudahan penggunaan terhadap keputusan pembelian secara parsial dan simultan. Data dikumpulkan melalui metode kuesioner dengan jumlah populasi sebanyak 103.689 dan dengan menggunakan rumus slovin, maka diperoleh sampel sebanyak 99,90, namun dalam penelitian ini sampel dibulatkan menjadi 100. Hasil penelitian menunjukkan bahwa Elemen Visual dan Kemudahan Penggunaan memainkan peran penting dalam mempengaruhi keputusan pembelian. Ketika dianalisis secara bersama-sama (simultan), faktor-faktor ini memiliki efek gabungan yang secara signifikan mempengaruhi bagaimana konsumen memutuskan untuk membeli produk. Secara terpisah (parsial), setiap faktor juga menunjukkan pengaruh yang berbeda terhadap keputusan pembelian. Elemen visual secara signifikan mempengaruhi keputusan pembelian dengan meningkatkan daya tarik visual dan komunikasi konten video, membuat produk lebih menarik bagi pengguna Gen Z. Sementara itu, kemudahan penggunaan TikTok Shop secara signifikan mempengaruhi keputusan pembelian, karena pengguna Gen Z lebih memilih teknologi yang intuitif dan ramah pengguna. Pengalaman berbelanja yang mulus dan tanpa kerumitan meningkatkan kepuasan pengguna dan kemungkinan pembelian.

Kata Kunci: Elemen Visual, Kemudahan Penggunaan, Keputusan Pembelian, TikTok Shop, Pemasaran Media Sosial.

INTRODUCTION

Research Background

Social media is an online platform that presents various facilities with sophisticated features that can attract a lot of audience attention. Social media has transformed how businesses interact with customers and disseminate information (Parsons and Lepkowska-White, 2018). Social media being a platform as an intermediary for online buying and selling transactions has presented a variety of entertainment and interesting experiences for various groups to enjoy from children to adults. Social media has experienced rapid growth and has been ingrained in peoples' daily lives (Zafar et al., 2021). Wherever and whenever people can make purchases from afar without having to visit the store directly. To attract various groups of people to make purchases, marketing through social

media is necessary and very influential in attracting customers.

TikTok as a phenomenal social media platform, is dominating the Indonesian digital scene with impressive speed. Since its launch, TikTok has captured the hearts of Indonesians, especially the younger generation, and become one of the country's most popular apps. TikTok has emerged as a shining star in the marketing world, offering unparalleled opportunities for brands and businesses. As its popularity has grown, TikTok has established itself as a valuable platform for marketing strategies. Many people use this media as a medium of daily entertainment. TikTok is characterized by its focus on creative and fun short videos, creating a unique environment where users can interact directly with content. With the advantages of intuitive video editing, creative effects, and versatile music, TikTok has become the main stage for creativity and innovation.

In doing digital marketing through the TikTok platform, of course, there must be e-commerce as an intermediary that supports the buying and selling transactions that will be carried out by sellers and consumers. One of the most widely used features in TikTok is TikTok Shop. TikTok shop is one of the ecommerce platforms that has been widely used lately because the price is more sloping than other e-commerce (Rahmawati et al., 2023). TikTok allows consumers to make transactions directly without going through a third party. Marketing in TikTok is not just a business strategy, but can also be demonstrated by creativity and innovation that reshapes the way brands interact with consumers with visual elements. Rich information displayed on the website is the primary factor that influences the decisions made by online shoppers. For this reason, the success of e-commerce platforms is greatly dependent on the way products are presented (Yan, 2021). TikTok's visual elements are a key pillar driving marketing innovation. Featuring the short video format that dominates the platform, products can combine compelling visuals with concise messages to grab users' attention in seconds. Visual elements counting video quality, realistic plan, and tasteful offer, play a significant part in capturing the consideration of Gen Z clients. High-quality visuals can upgrade the by and large shopping encounter, making items more appealing and alluring.

Ease of use on a platform is an important factor in marketing because it directly affects the user experience and satisfaction. When a platform is simple to use and navigate, users are more likely to stay, explore more products, and make purchases. A user-friendly platform reduces cognitive load for users, allowing them to focus on the content and products rather than the interface. The concept of "ease of use" is an important aspect of user experience (UX) design, especially for e-commerce platforms such as TikTok Shop. It describes how easily and efficiently users can interact with a digital platform to achieve their objectives. For an online shopping platform aimed at Generation Z, ease of use can have a significant impact on user satisfaction, engagement, and, ultimately, purchase decisions.

Purchase decision is the process by which consumers evaluate various options, consider factors such as needs, preferences, and available information, and ultimately decide to purchase a particular product or service. This decision-making process can be influenced by a variety of factors, including personal preference, brand loyalty, price, product features, reviews, and external influences such as advertising and recommendations from friends and family. Strong visual elements can influence buyer perceptions and preferences. Despite TikTok Shop's growing popularity, there has been little academic research into the specific factors that influence purchase decisions among Gen Z users on the platform

Research Objectives

1. To identify which visual elements most significantly affect the purchase decisions of Gen Z users on TikTok Shop.
2. To evaluate the impact of the ease of use of the TikTok Shop platform on the purchasing decision of Gen Z.
3. To identify the influence of visual elements and ease of use on the purchase decisions of Gen Z users on TikTok Shop.

THEORETICAL FRAMEWORK

Visual Elements

The element of delivering visual messages in advertisements is intended to inform or influence the public to buy goods and services offered by the organizer of the advertisement (Indira and Janottama, 2017). The use of visual elements in infographics is also considered a useful tool for conveying information for the marketing industry because of the help of visual elements that are of interest (Mariati et al., 2022).

Ease of Use

Ease of use in online purchasing can be defined as a person's belief that using a technology will need no effort. In many cases, there are numerous determinants of online sales success, such as online sales service management companies or online sites that must be able to maintain their presence in the field of online sales by focusing not only on product sales but also on reliable and professional company management, accuracy delivery, excellent service, and ease of use beginning with the initial opening of the site, registration, and transaction (Janamarta et al., 2021). Perceived ease of use refers to a person's belief that using a specific system will need not much effort. If internet technology is regarded to be user-friendly, it will become a new shopping alternative (Ramadania and Braridwan, 2019).

Purchase Decision

The process that leads a customer from determining a need, producing possibilities, and selecting a desired product and brand is referred to as a purchase decision (Salem, 2018). Purchase decision are impacted by viral promoting, viral promoting emphasizes the significance of empowering fair communication between shoppers as a strategy of procuring modern clients, item quality moreover impacts acquiring choices, and viral showcasing impacts obtaining choices (Fitri et al., 2023).

Previous Studies

Salem (2022) identified consumers' attitudes toward the visual and verbal elements of food product packaging and to examine its impacts on their buying decision. The main findings indicate that the visual elements of packaging (Color – Design – Shape) affect positively consumers' buying decisions for food products. However, no meaningful relationship was found between the consumer buying decision and the visual elements of packaging regarding size and materials. The results also demonstrate that the verbal elements of packaging (Product Information – Product Name) affect positively consumers' buying decisions, While the element of (Country-of-origin) has no effect on their decisions.

Eni et al. (2023) propose a model that combines various variables, namely advertising, perceived ease of use and perceived usefulness, purchase intention and purchase decision. The method used in this study uses the SEM-PLS method. The results of this study indicate that advertising, perceived ease of use, perceived usefulness have a positive and significant influence on purchase intention, purchase intention has a positive and significant influence on purchase decisions.

Hutagalung et al. (2021) analyzed the influence of Perceived Usefulness and Perceived Ease of Use on Intention to Use the Gojek application and its impact on Gojek service purchasing decisions. This study uses a quantitative approach using explanatory research. The population of this study is the citizen of Padangsidempuan City, North Sumatera who use Gojek Services at least five times a month. To determine the sample of the population, researchers used Machin & Champbell (1987) formula to obtain the number of respondents as many as 115 people. The sampling technique of this study is the nonprobability sampling technique. The method of data collection used a questionnaire distributed to the respondent and calculated using a Likert scale. Data analysis methods consist of test instruments, research requirements testing, and hypothesis testing with path analysis by SPSS. The results of this study indicate that the Perceived Usefulness and Perceived Ease of Use has a positive and significant effect on the Intention to use Gojek application.

Conceptual Framework

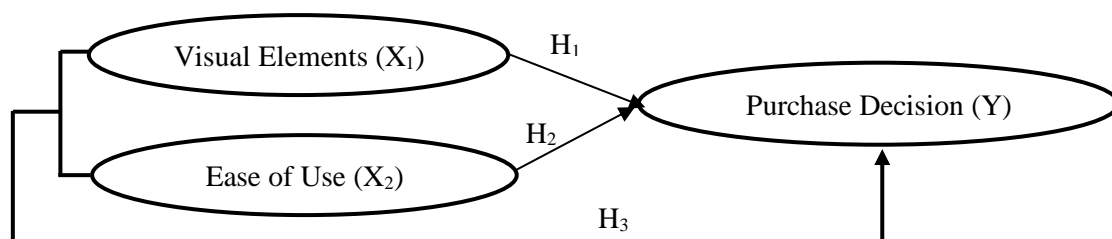


Figure 1. Conceptual Framework

Source: Literature Review

Research Hypothesis

H₁: There is a significant influence of Visual Elements on Purchase Decision through TikTok Shop among Gen Z, partially.

H₂: There is a significant influence of Ease of Use on Purchase Decision through TikTok Shop among Gen Z, partially.

H₃: There is a significant influence of Visual Elements and Ease of Use simultaneously on Purchase Decision through TikTok Shop among Gen Z.

RESEARCH METHOD

Research Approach

This research is using a quantitative approach. As stated by Watson (2015), the term "quantitative research" encompasses a variety of techniques aimed at conducting a methodical analysis of social phenomena through the use of numerical or statistical data. The topic of this study is purchasing decisions. In order to address issues in scientific study, the quantitative technique collects and assesses numerical data. It can be used to extrapolate results to larger populations as well as average, spot trends, summarize, assess causal linkages, and make predictions (Rana et al., 2021).

Population, Sample, and Sample Technique

Users of the TikTok Shop app who are Gen Z at Manado city are the population that this study is focused on. Based on the calculations by using the Slovin formula, 99,90 (99) was found to be the minimum sample. However, the samples taken in the study was rounded up to 100 respondents.

Data Collection Method

The data collection method used in this study was questionnaire, in order to collect data, respondents are given a set of statements with the expectation of honest answers.

Operational Definition and Measurements of Research Variables

Table 1. Operational Definition of Research Variables

Variable	Definition	Indicators
Visual Elements (X ₁)	The visual element of color is one of the important visual elements that make up a logo that is able to attract the most attention (Hanindharputri and Pradnyanita, 2018).	1. Color 2. Design 3. Shape and size 4. Material (Salem, 2022)
Ease of Use (X ₂)	Ease of use is related to the way operational transactions happen online. Ease of use in online purchasing can be defined as a person's belief that using a technology will need no effort (Janamarta et al., 2021).	1. Easy to learn 2. Flexible 3. Time efficiency 4. Controllable (Janamarta et al., 2021)
Purchase Decision (Y)	A purchase decision is the culmination of a customer's identification of a need, generation of options, and selection of a desired product and brand. (Salem, 2018).	1. Purchase of items 2. Brand buying 3. Determining the time of purchase 4. Quantity (Kotler and Keller, 2015)

The scale of measurement that's utilized by analysts to decide the reaction of respondent's reaction to each address is given by utilizing the Likert Scale. Seven points on the scale (1, 2, 3, 4, 5, 6, 7) will be used to measure the variables in this type of scale. With the following measurement results: 1) Very Strongly Disagree, 2) Strongly Disagree, 3) Disagree, 4) Neither Agree nor Disagree, 5) Agree, 6) Strongly Agree, 7) Very Strongly Agree.

Testing of Research Instruments

The objective of testing the instrument is to ascertain its validity and reliability, thereby assessing its suitability for data collection in this analysis. Such as Validity Test and Reliability Test.

Data Analysis Method

Test of Classical Assumption

Normality Test

The normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution or not (Siregar, 2015).

Heteroscedasticity Test

The heteroscedasticity test serves to test whether in the regression model there is an inequality of variance from the residuals of one observation to another.

Multicollinearity Test

The multicollinearity test is used to check whether the regression model finds a correlation between independent variables. If the R2 value produced by an empirical regression model estimate is quite high, there is a high correlation between the independent variables (above 0.90), and the tolerance value ≤ 0.10 or the same as the VIF value ≥ 10 , this indicates that there is multicollinearity (Ghozali, 2011).

Multiple Linear Regression

Multiple regression analysis is the method of data analysis employed by researchers. Multiple regression, which uses a correlation coefficient to show how strongly two variables are related, does not tell us how much of the variance in the dependent or criterion variable will be explained when multiple independent variables are hypothesized to have an impact on it at the same time (Sekaran, 2003). The multiple regression model formula used in this study is displayed below.

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

- Y : Purchase Decision
 α : Intercept
 $\beta_1 \beta_2$: The regression coefficient of each variable
 X_1 : Visual Elements
 X_2 : Ease of Use
 e : Standard Error

Hypothesis Testing

Partially (t-Test)

The t-test is used to test the significance of individual regression coefficients in the model. It assesses whether a specific predictor variable has a statistically significant relationship with the dependent variable, while holding other variables constant. The test was carried out with a 95% confidence level or a significance (α) of 0.05. If the t-test reveals overall significance, the t-test is used to evaluate if each independent variable is significant.

Simultaneously (f-Test)

The F test is a simultaneous regression relationship test which aims to determine whether all independent variables together have a significant influence on the dependent variable. The analysis is based on comparing the significance value of 0.05 where the conditions are as follows:

1. If the significance of F less than 0.05 then H_0 is rejected, which means that the research equation model is feasible.
2. If the significance of F greater than 0.05, then H_0 is accepted, which means that this equation model is not feasible.

RESULT AND DISCUSSION

Result

Validity and Reliability Test

Table 2. Validity Test

Variable	Statements	Pearson Correlation	Description
Visual Elements	X1.1	0.841	Valid
	X1.2	0.818	Valid
	X1.3	0.866	Valid

	X1.4	0.765	Valid
Ease of Use	X2.1	0.810	Valid
	X2.2	0.879	Valid
	X2.3	0.835	Valid
	X2.4	0.841	Valid
Purchase Decision	Y1.1	0.702	Valid
	Y1.2	0.756	Valid
	Y1.3	0.723	Valid
	Y1.4	0.782	Valid

Source: Data processed, SPSS 29 (2024)

Based on the data above, it shows that all indicator statement items from the X1: Visual Elements, X2: Ease of Use, and Y: Purchase Decision variables have a Pearson correlation value greater than r table (0.3). Thus, the entire item statement of the research variable is valid.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Information
Visual Elements	0.832	Reliable
Ease of Use	0.860	Reliable
Purchase Decision	0.722	Reliable

Source: Data processed, SPSS 29 (2024)

Based on table 3, it shows that all Visual Elements (X1), Ease of Use (X2), and Purchase Decision (Y) variables have a Cronbach's alpha value greater than 0.6. This means that the measuring instrument is reliable.

Classical Assumption Tests

Normality Test

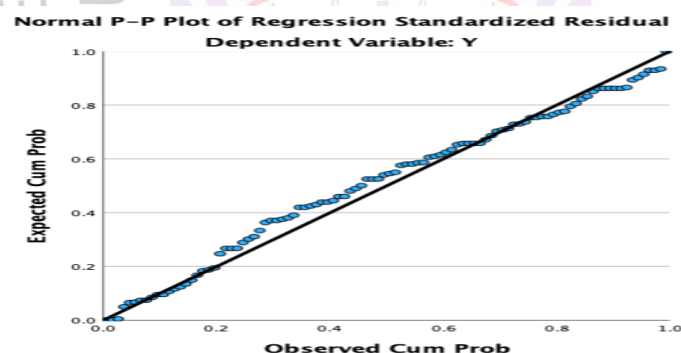


Figure 2. Normality Test

Source: Data processed, SPSS 29 (2024)

Figure 2 shows that the dots are spreading near the diagonal line and follow the direction of the diagonal line, which mean the data are distributed normally.

Multicollinearity Test

Table 4. Multicollinearity Test

Collinearity Statistics	
Tolerance	VIF
0.392	2.550
0.392	2.550

Source: Data processed, SPSS 29 (2024)

As the results in the table 4, shows that the tolerance and VIF values. The tolerance value of Visual Elements and Ease of Use are more than 0.1. The VIF value are less than 10. Since all the tolerance value is more than 0.1 and

the VIF value is less than 10, then there is no multicollinearity.

Heteroscedasticity Test

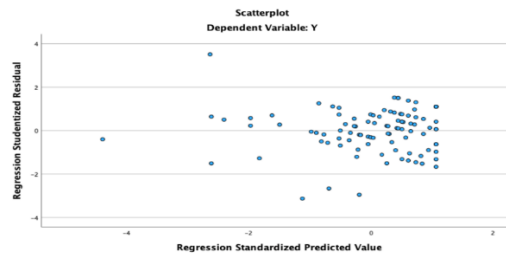


Figure 3. Heteroscedasticity Test
 Source: Data processed, SPSS 29 (2024)

Based on the result above, it can be seen that the data points spread randomly, spread both above and below or around the number 0 on the y-axis, this means that there is no heteroscedasticity in the regression model.

Multiple Linear Regression

Table 5. Heteroscedasticity Test. Multiple Linear Regression Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	13.386	1.686		7.942	<.001		
Visual Elements	.186	.090	.283	2.057	.042	.392	2.550
Ease of Use	.223	.111	.276	2.008	.047	.392	2.550

a. Dependent Variable: Purchase Decision

Source: Data processed, SPSS 29 (2024)

The multiple linear regression equation shown above can be interpreted as follows:

- a. Constant value of 13.386 means that in a condition of ceteris paribus, if all independents variables equal to zero, then Y: Purchase Decision as dependent variable is 13.386.
- b. Visual Elements coefficient value of 0.186 means that if there is one unit increase in X1: Visual Elements then Y: Purchase Decision will improve and increase by 0.186.
- c. Ease of Use coefficient value of 0.223 means that if there is one unit increase in X2: Ease of Use then Y: Purchase Decision will improve and increase by 0.223.

Coefficient of Determination Analysis (R²)

Table 6. R and R Square Table

Model Summary ^b						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.528 ^a	.279	.264	2.918	1.849	

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: Data processed, SPSS 29 (2024)

The result above shows that the R² is 0.279 which mean the independent variable (Visual Elements and Ease of Use) affecting the dependent variable (Purchase Decision) with 27.9%. while the remaining 72.1% of TikTok Shop users' purchase decision is influenced by other variables not examined in this study.

Hypothesis Testing

Partial (T-Test)

Table 7. T-Test Table

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13.386	1.686		7.942	<.001
Visual Elements	.186	.090	.283	2.057	.042
Ease of Use	.223	.111	.276	2.008	.047

Source: Data processed, SPSS 29 (2024)

The table 7 shows that t_{count} is 2.057 and since the level of significant is 5% (0.05) then the t_{table} is 1.984, the result is $t_{count} = 2.057 \geq t_{table} = 1.984$. Since the t_{count} is higher than t_{table} then H1 is accepted. It means that variable Visual Elements is significantly influence Purchase Decision. For H2, the table shows that t_{count} is 2.008 and since the level of significant is 5% (0.05) then the t_{table} is 1.984, the result is $t_{count} = 2.008 \geq t_{table} = 1.984$. Since the t_{count} is higher than t_{table} H2 is accepted. It means that variable Ease of Use is significantly influence Purchase Decision.

Simultaneous (F-Test)

Table 8. F-Test Table

Model	ANOVA ^a					Sig.
	Sum of Squares	df	Mean Square	F		
1 Regression	319.236	2	159.618	18.750	<.001 ^b	
Residual	825.764	97	8.513			
Total	1145.000	99				

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Data processed, SPSS 29 (2024)

From the data above, the calculated F_{count} is higher than F_{table} , $F_{count} = 18.750 \geq F_{table} = 3.09$, H3 is accepted. Independent variables Visual Elements and Ease of Use are simultaneously and significantly influence Purchase Decision as the dependent variable.

Discussion

The Influence of Visual Elements on Purchase Decision of TikTok Shop

According to the test results, it shows that the results of t-count value of 2.057 is greater than the t-table value of 1.984. It means that the Visual Elements variable partially has a significant effect on Purchase Decision of TikTok Shop among Gen Z at Manado city. This findings highlight that the attractiveness of video displays on TikTok Shop is directly correlated with the level of user interest and engagement. The more visually appealing and creatively presented a product is, the more likely users are to be drawn to it. This relationship underscores the importance of high-quality visual content, as it enhances the perceived value and desirability of products. In TikTok Shop's video-centric environment, visual storytelling and appealing design elements are particularly effective in capturing attention and conveying product benefits. This format allows for dynamic and engaging presentations, showcasing products in a way that static images or text cannot match. Interpretations of these results suggest that Gen Z consumers in Manado City, like their global counterparts, are highly responsive to visual cues. They are more inclined to engage with content that is not only informative but also aesthetically pleasing and creatively delivered. The creative use of visual storytelling such as demonstrating product use, highlighting unique features, and employing captivating visual effects can significantly enhance a product's attractiveness. This, in turn, increases the likelihood of users making a purchase. The implications of these findings are significant for marketers and sellers on TikTok Shop. To capitalize on this trend, it is essential to focus on creating highquality, visually engaging videos that resonate with Gen Z's preferences. This includes investing in professional video production, utilizing attractive color schemes, and creatively showcasing product benefits. By doing so, sellers can effectively attract and retain user interest, ultimately driving higher conversion rates and sales. In conclusion, the positive influence of visual elements on purchase decisions through TikTok Shop in Manado City highlights the critical role of visual appeal in digital marketing. As TikTok continues to grow as a popular shopping platform among Gen Z, the importance of leveraging visually compelling content cannot be overstated. This strategy not only enhances the user experience but also increases the likelihood of purchase, making it a key factor in the

success of ecommerce on this platform. This study similar to research by Salem (2022), and Thabrany et al. (2023), which indicate that visual elements has a positive effect on purchase decisions.

The influence of Ease of Use on Purchase Decision of TikTok Shop

According to the test result, it shows that the results of t-count value of 2.008 greater than t-table of 1.984. It means that the Ease of Use variable partially has a significant effect on Purchase Decision of TikTok Shop among Gen Z at Manado city. The findings underscore the importance of a user-friendly and intuitive interface on TikTok Shop. Gen Z users, known for their preference for seamless and efficient digital experiences, are more inclined to make purchases when the platform is easy to navigate and use. Key aspects contributing to ease of use include the simplicity of the interface, ease of learning, efficiency in finding and purchasing products, and the overall control users have during the shopping process. The results indicate that as the perceived ease of use increases, so does the propensity of users to engage in purchasing behavior on the platform. The positive impact of ease of use suggests that Gen Z consumers place a high value on the convenience and efficiency of the shopping experience. In an era where attention spans are short, and competition for consumer attention is tight, a complicated or cumbersome platform can deter potential buyers. Conversely, a smooth, intuitive, and responsive platform enhances user satisfaction and trust, making it easier for consumers to find what they are looking for, evaluate options, and complete transactions. This is particularly relevant for Gen Z, who prioritize speed and ease in their online interactions. The implications of these findings are significant for TikTok Shop and its sellers. To capitalize on the positive influence of ease of use, continuous improvements in the platform's design and functionality are crucial. Enhancements such as simplifying the checkout process, offering clear and accessible product information, optimizing mobile navigation, and ensuring quick load times can significantly enhance the user experience. Additionally, features like personalized recommendations and easy access to customer support can further improve ease of use, encouraging more purchases and fostering brand loyalty. In conclusion, the significant effect of ease of use on purchase decisions among Gen Z in Manado City highlights the critical role of user experience in driving e-commerce success. As TikTok Shop continues to grow as a popular shopping destination, prioritizing ease of use will not only attract more users but also increase the likelihood of conversion and repeat purchases, thereby contributing to the overall growth and profitability of the platform. This study similar to the research by Janamarta (2021) and Wahyuni (2019), the results show that ease of use has a positive impact on influence purchasing decisions.

The influence of Visual Elements and Ease of Use on Purchase Decision of TikTok Shop

Based on the results show that F-count is higher than F-table, $F\text{-count} = 18.750 \geq F\text{-table} = 3.09$. It can be concluded that H3 is accepted, which means that the independent variables Visual Elements and Ease of use simultaneously and significantly affect Purchase Decision as the dependent variable. This explains that the two independent variables, namely Visual Elements and Ease of Use, have a positive influence on the Purchase Decision of TikTok Shop users among Gen Z at Manado city. This means that the more attractive the visual elements on the video and the higher the level of ease of use felt by users, the more likely they are to decide to use and buy products on TikTok Shop. the attractiveness of video display on TikTok Shop is directly correlated with the level of user interest and engagement, while ease of use is importance of a user-friendly and intuitive interface on TikTok Shop, so these two factors increase their tendency to using TikTok Shop as a place to buy products. The simultaneous influence of visual elements and ease of use underscores the integral role both factors play in shaping consumer behavior on TikTok Shop. Visual elements, such as the attractiveness of video displays, are crucial in capturing and maintaining user interest. A well-crafted video that effectively showcases product features and appeals visually can significantly enhance user engagement. In tandem, ease of use which includes how intuitively users can navigate the platform, how quickly they can find products, and how smoothly transactions can be completed contributes to a positive shopping experience. The combined effect of these two variables highlights their complementary nature in influencing purchase decisions. The attractiveness of visual elements in videos directly impacts user engagement by making the shopping experience more appealing and memorable. For Gen Z users, who are highly visual and responsive to engaging content, high-quality visuals can make products stand out and capture their attention. Simultaneously, ease of use ensures that once users are engaged, they can easily navigate the platform and complete their purchases without unnecessary friction. This dual influence means that both the presentation of products and the user experience are critical to driving purchases. The significant impact of visual elements and ease of use on purchase decisions means that TikTok Shop and sellers should focus on two main areas. First, they should invest in creating high-quality, engaging video content to attract Gen Z consumers. Second, optimizing the platform for easy navigation and smooth transactions is crucial. Combining attractive visuals with a user-friendly experience will enhance user satisfaction, drive more

purchases, and boost engagement. Understanding these factors helps in crafting effective marketing strategies that align with Gen Z preferences, ultimately increasing customer loyalty and sales. In conclusion, the significant impact of both visual elements and ease of use on purchase decisions emphasizes the need for a holistic approach to enhancing the TikTok Shop experience. By focusing on both engaging visual content and a userfriendly platform, sellers and the platform can effectively attract and retain Gen Z users, ultimately driving increased sales and customer loyalty.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of the analysis and discussion that has been carried out, it can be concluded:

1. Visual Elements based on four indicators (Color, Design, Shape and size, and Material) positively influence the Purchase Decisions of Gen Z users on TikTok Shop in Manado City partially.
2. Ease of Use based on four indicators (Easy to learn, Flexible, Time efficiency, and Controllable) partially have a positive influence on the purchase decisions of Gen Z users on TikTok Shop in Manado City.
3. Visual Elements and Ease of Use both variables together simultaneously have a positive and significant effect on the purchase decisions of Gen Z users on TikTok Shop in Manado City, based on four indicators (Purchase of items, Brand buying, Determining the time of purchase, Quantity).

Recommendation

Based on the conclusions of this research:

1. TikTok Shop should enhance both visual elements and ease of use to influence Gen Z purchase decisions effectively. Investing in high-quality visual presentations focusing on color, design, shape, size, and material will attract and retain this demographic's attention. Additionally, optimizing the user interface for intuitive navigation and fast loading times will ensure a seamless shopping experience, increasing user satisfaction and purchase likelihood.
2. It is recommended that future researchers should expand this study to diverse demographics, including different age groups and cultural backgrounds, to gain comprehensive insights into consumer behavior on platforms like TikTok Shop. Examining other factors such as social influence, product reviews, and promotional strategies using quantitative methods will further enrich the understanding of how visual elements and ease of use impact consumer engagement and satisfaction. This will aid businesses in developing more effective marketing strategies.

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