

The Influence of Social Media Marketing, Product Quality, and Price Perception on Consumer Purchase Decisions of NVMEE Products Through TikTok's Live Feature in Surabaya

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ABSTRACT

This study investigates the influence of social media marketing, product quality, and price perception on purchase decisions for NVMEE products through TikTok Live in Surabaya's consumers. The research addresses the limited studies focusing on live streaming commerce as a digital marketing strategy in Indonesia. Using a quantitative approach, data were collected from 96 respondents aged 17-35 years who purchased NVMEE via TikTok Live during late 2024 to early 2025. Partial Least Squares-Structural Equation Modeling (PLS-SEM) was applied to test the proposed model. Results reveal that social media marketing, product quality, and price perception significantly affect purchase decisions. The findings provide managerial insights for optimizing live commerce strategies and enhancing competitive advantage in digital markets.

INTRODUCTION

The rapid advancement of digital technology, reinforced by the sophistication of smartphones and continuous innovations in social media features, has fostered the emergence of modern business models that enable interaction and transactions beyond spatial and temporal limitations. TikTok, recognized as an effective social media platform for advertising (Martono & Budiarto, 2021), provides both content-sharing and live-streaming features that facilitate the practice of live shopping.

One of the local brands capitalizing on this opportunity is NVMEE (New Me), a hair straightener brand that has gained popularity alongside the growing awareness of appearance as a determinant of self-confidence. Nevertheless, amid intense market competition and the demand for effective digital marketing strategies, NVMEE experienced notable fluctuations in sales between December 2024 and March 2025, which contrasted sharply with its peak performance in 2023 when it achieved a MURI record. This phenomenon highlights the relevance of selecting NVMEE as a research object to examine consumer purchasing decisions through the TikTok Shop platform.

This phenomenon may be influenced by several factors, including social media marketing, product quality, and price perception, as reflected in consumer reviews on digital platforms such as TikTok, particularly concerning product performance and pricing.

Customer feedback regarding NVMEE products is also visible through comments on the brand's TikTok uploads. Several users reported dissatisfaction with the product's performance and perceived value. For instance, one consumer expressed that the price was burdensome, while another noted that the curling results were weak and the device failed to reach adequate heat even at 220°C, concluding it was not worth recommending. Similarly, another reviewer highlighted issues with the straightener's grip and heat transfer, stating that the tool felt ineffective despite being set to high temperatures. Such feedback illustrates consumer concerns related to price, functionality, and overall satisfaction.

Based on reviews posted on NVMEE's TikTok Shop, although numerous customers provided positive feedback, negative evaluations remain evident, indicating a gap between expectations and reality. These criticisms primarily concern inconsistent product quality, the relatively low number of viewers on uploaded content and live streaming sessions, as well as perceptions of high pricing that are considered disproportionate to the benefits received.

According to (P. Kotler & Armstrong, 2002), the purchasing decision process comprises several stages, namely need recognition, information search, evaluation of alternatives, the actual purchase decision, and post-purchase behavior. In the information search stage, consumers often rely on social media as a primary source of product knowledge. Companies are therefore encouraged to engage with consumers through digital platforms to strengthen brand recognition and differentiate themselves from competitors (Upadana & Pramudana, 2020). Social media provides opportunities for businesses to share product-related content, such as specifications, tutorials, new product launches, and available variants. However, effective use of social media also requires monitoring insights, which refer to analytical data reflecting the performance and

interactions of shared content (Ramadani & Normawati, 2025). Such data, typically presented in graphical form, include metrics such as views, likes, comments, follower growth, and engagement rates, all of which are essential for evaluating and refining social media strategies.

Beyond social media marketing, product quality is another determinant of consumer purchasing decisions. As noted by (Setyawati et al., 2022), product quality reflects the overall excellence of an item, encompassing its ability to function effectively based on its features and characteristics. Superior quality expressed through aspects such as design, form, size, packaging, service, warranty, and performance plays a critical role in capturing consumer interest (Salamah et al., 2023).

In addition, price perception significantly influences consumer decisions. This perception arises from comparing the actual price with the expected benefits and value received. When consumers perceive a price as fair and aligned with the utility offered, they are more likely to proceed with a purchase, as the cost is considered consistent with their expectations and needs (Fakhrudin&Fiernaningsih, 2019).

This study applies the Theory of Planned Behavior (TPB) developed by (Ajzen, 1991) to address the limitations of the correlation between attitude and behavior. TPB posits that an individual's intention to engage in a specific action is the primary determinant of actual behavior, and this intention is shaped by three components: attitude toward the behavior, subjective norms, and perceived behavioral control. As an extension of the Theory of Reasoned Action (TRA) by (Fishbein & Ajzen, 1977), TPB incorporates perceived behavioral control as an assessment of an individual's perceived ability to perform a behavior. The strength of this framework lies in its dual function: not only explaining past behaviors but also predicting future actions through the quantification of psychological factors.

Previous studies have reported mixed findings. (Thantia et al., 2023) revealed that social media marketing did not exert a significant partial effect on purchase decisions but demonstrated a strong influence when combined with product quality. Conversely, (Permatasari & Hidayat, 2023) found that social media marketing had a direct and significant impact on consumer purchase decisions. Nevertheless, no prior research has examined the simultaneous effects of social media marketing, product quality, and price perception on a beauty fashion product in Surabaya a metropolitan area characterized by high economic activity and distinct consumer behavior.

This study advances prior research by focusing on TikTok Live as an interactive marketing medium, examining a local hair-straightener brand, NVMEE, within the specific geographical context of Surabaya. The analysis employs Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0 to address sample size limitations and ensure robust statistical testing.

This study aims to examine the influence of social media marketing, product quality, and price perception on consumer purchase decisions of NVMEE products through the TikTok Live feature in Surabaya. The findings are expected to provide valuable insights for formulating social media marketing

strategies, particularly in optimizing digital engagement, enhancing product quality, and aligning pricing strategies with consumer expectations.

THEORETICAL REVIEW

Marketing Management

According to (P. (Philip J. . Kotler et al., 2017) the central aim of marketing management is not only to attract new customers but also to retain existing ones and expand the overall customer base through the consistent provision of superior products and services. This goal can be realized through continuous innovation, effective promotional strategies, and customer-oriented service delivery. In this sense, marketing management reflects both scientific precision and artistic creativity: it requires the systematic identification, segmentation, and targeting of markets while simultaneously emphasizing the importance of building sustainable and meaningful relationships with customers. By integrating these analytical and relational dimensions, marketing management becomes a crucial organizational function that ensures firms remain adaptive to market dynamics and responsive to evolving consumer preferences.

From this perspective, marketing management may be conceptualized as a comprehensive strategic process that encompasses the formulation, implementation, and evaluation of initiatives designed to meet consumer expectations while also enhancing competitive advantage. Its foundation rests on creating superior customer value, ensuring continuous product quality, and delivering effective communication to strengthen consumer engagement. These efforts contribute to cultivating brand loyalty, fostering long-term consumer trust, and positioning the company more favorably in the marketplace. Furthermore, in increasingly digital and competitive business environments, effective marketing management enables firms to maintain relevance, anticipate market shifts, and secure sustainable growth. In sum, marketing management serves not merely as a functional area within business operations but as a strategic driver of organizational resilience and long-term success. Explanation of theory here

Theory of Planned Behavior

The Theory of Planned Behavior (TPB), introduced by (Ajzen, 1991) as an extension of the Theory of Reasoned Action (TRA) proposed by (Fishbein & Ajzen, 1977), was developed to provide a more comprehensive explanation of the relationship between attitudes and behavior. Central to this framework is the notion that intention serves as the immediate antecedent of actual behavior. Intention, in turn, is shaped by three key determinants: attitude toward the behavior, subjective norms, and perceived behavioral control. Attitude reflects an individual's evaluation of the expected outcomes of performing a behavior, often shaped by underlying behavioral beliefs. Subjective norms capture the perceived social pressure from significant others, representing normative beliefs regarding approval or disapproval of the behavior. Meanwhile, perceived behavioral control refers to the perceived ease or difficulty of performing the behavior, which arises from control beliefs related to resource availability, opportunities, and individual capabilities.

(Ajzen, 1985) further emphasized that these three components interact to shape intention, and under certain conditions, perceived behavioral control can exert a direct effect on actual behavior, independent of intention. This makes TPB a more robust framework compared to TRA, as it accounts not only for motivational factors but also for situational constraints and perceived capability. Later elaborations by (Ajzen, 2005) reinforce the view that the interplay of attitudes, subjective norms, and perceived behavioral control provides a systematic structure for predicting and explaining human behavior. Consequently, TPB has become a widely applied theoretical model in consumer behavior, marketing, health studies, and other social sciences due to its ability to integrate psychological, social, and contextual influences into measurable constructs.

Social Media Marketing

According to Weinberg (2011), as cited in (Putri & Sukma, 2023), social media marketing refers to the use of social networking platforms to promote products or services with the aim of reaching audiences that are often inaccessible through traditional advertising channels. This approach allows companies to leverage advancements in digital technology to support business objectives and strengthen market presence. Similarly, Gunelius (2011), as discussed in (Damayanti et al., 2021), defines social media marketing as both a direct and indirect promotional strategy designed to build brand awareness, stimulate consumer action, and shape brand image across various online platforms, including microblogs, social networking sites, content-sharing websites, and blogs. These perspectives highlight the multidimensional role of social media in connecting brands with consumers through diverse online environments.

Based on insights from previous scholars, social media marketing can be defined as a strategic approach to promoting brands, products, or businesses through online platforms such as social networks, blogs, and content-sharing sites. Such strategies may be implemented through direct methods such as advertisements, promotional offers, discounts, and live selling or indirect approaches, including the dissemination of engaging content to raise awareness and attract potential consumers. When executed effectively, social media marketing not only enhances brand awareness but also fosters customer loyalty and encourages active consumer engagement across diverse content formats, such as text, images, videos, and interactive campaigns. Moreover, the use of social media in marketing provides firms with the opportunity to obtain immediate feedback from consumers, enabling them to refine their strategies in a more adaptive and responsive manner to align with shifting market trends and evolving customer needs (Praditasetyo & Saputri, 2021).

Gunelius (2011), as cited in (Haris et al., 2022), identifies four key indicators that can be applied in developing effective social media marketing strategies: content creation, content sharing, establishing connections, and fostering community building.

Product Quality

Product quality is a critical component of marketing that reflects the extent to which a product fulfills consumer needs and desires. Superior attributes in design, form, size, packaging, service, warranty, and even sensory experience can significantly attract consumer interest and encourage purchase decisions (Salamah et al., 2023). In competitive business environments, firms rely on the perceived quality of their products to win consumer trust and secure market preference.

According to (P. Kotler et al., 2015), product quality encompasses all aspects that influence customer satisfaction, including durability, reliability, and ease of use. In this regard, product quality becomes a central element of marketing strategy, directly shaping both customer satisfaction and a brand's market positioning. Continuous improvement efforts such as feature development, the use of higher-grade materials, and the adoption of advanced production technologies play an essential role in maintaining superior quality. Furthermore, compliance with established quality standards and regulatory requirements ensures that products meet consumer expectations and market demands (Hananto, 2021). Thus, regular evaluation and enhancement of product quality remain vital for sustaining competitiveness and expanding market share. According to Nuryani et al. (2022), as cited in (Salamah et al., 2023), product quality indicators include product variety, durability, conformity with consumer specifications, the aesthetic appearance of packaging, and superior quality compared to competing brands.

Price Perception

Price perception refers to the way consumers evaluate whether a price is considered high or low, as well as how fair it appears based on their subjective judgment, Schiffman & Kanuk (2018) as cited in (Benhardy et al., 2020). Kotler (2018), as referenced in (Zahra & Paludi, 2023), further explains that pricing strategies should reflect the perceived benefits, signal product quality, remain affordable for consumers, and remain competitive in the marketplace. In line with these perspectives, Tjiptono and Diana (2020) as cited in (Paludi & Juwita, 2021) argue that consumers view price as an indicator of value, particularly when it is compared with the benefits obtained from a product or service. This implies that price is interpreted not only as a monetary cost but also as a representation of the value consumers believe they are receiving.

From a theoretical standpoint, it can be concluded that price perception is not determined solely by its nominal amount but is shaped by individual perspectives, experiences, and expectations. In the marketing context, such perceptions play a critical role as they directly influence purchase decisions and shape brand image in the minds of consumers. Therefore, effective pricing strategies should account not only for economic considerations but also for psychological factors, ensuring that the perceived price aligns with consumer expectations and supports encouraging purchase intentions. According to Kotler and Armstrong (2018), as applied in the study by (Amalina, 2021) several indicators of price perception include price affordability, the alignment of price

with product or service quality, and the consistency of price with the perceived benefits obtained by consumers.

Purchase Decisions

According to Kotler and Armstrong (2018:181), consumer purchasing decisions can be understood as the act of choosing and buying the brand they prefer (Pira Aprilianti et al., 2023). Consumer thought processes are often described as a “black box,” which reflects the interaction between external stimuli, individual characteristics, decision-making stages, and post-purchase evaluations, Kotler & Armstrong (2018) as cited in (Tri Nuryani et al., 2022). Similarly, Schiffman and Kanuk (2015), as referenced in (Brama Kumbara, 2021), emphasize that a purchase decision involves selecting from a set of available alternatives, implying that a decision can only occur when consumers are presented with multiple choices.

Yuliani et al. (2021), as cited in (Witjaksono, 2023), argue that purchasing decisions are made when consumers are confronted with alternatives to satisfy their diverse needs and desires. This process requires careful evaluation, as consumers consider multiple factors, including perceived benefits, price, product quality, and personal preferences. Ultimately, consumers tend to select the option that best aligns with their expectations and provides the greatest value relative to available resources.

Based on theoretical insights, purchasing decisions can therefore be viewed as a multi-stage process, beginning with information search and concluding with product or service selection. This process is influenced not only by rational considerations such as price perception and quality but also by emotional aspects, including brand preferences and prior experiences. The final objective is to meet consumer needs and wants in accordance with their expectations and financial capacity. In the study conducted by (Pira Aprilianti et al., 2023), several indicators of purchasing decisions were adapted from Kotler and Armstrong (2018). These indicators include the consumer’s confidence in making a purchase after obtaining sufficient product information, the decision to buy based on brand preference, the alignment of the purchase with personal needs and desires, and the influence of recommendations from others in shaping the final decision.

Social media marketing exerts a significant influence on consumer purchasing decisions. Within this context, it serves as a modern marketing strategy designed to foster engagement and build relationships with followers and online communities that share similar interests. In line with some previous research by (Giovani & Purwanto, 2022), (Adriana S. Lahus et al., 2023), and (Utama et al., 2023) that states the same thing.

H1: Social Media Marketing has a positive and significant influence on consumer purchasing decisions for NVMEE products in Surabaya

Product quality plays a crucial role in shaping consumer trust and responses toward a brand. A favorable perception of product quality enhances consumer confidence in making purchasing decisions. Consequently, maintaining high product standards not only fosters customer loyalty but also encourages repeat purchases and reinforces the effectiveness of company’s marketing strategy. The

opinion is in line with several previous studies, by (Syaifuddin, 2024), (Dwi Tamara et al., 2024), and (Imansyah & Pudjoprastyono, 2023), who discusses similar thing.

H2: Product quality has a positive and significant influence on consumer purchasing decisions for NVME products in Surabaya.

Price perception significantly influences consumer purchasing decisions. When consumers view the offered price as affordable, aligned with product quality, and reflective of perceived value, their likelihood of choosing and purchasing from the brand increases substantially. In line with some previous research, by (Putra & Aminah, 2022), (fandy tjiptono, 2018), and (Setiawan et al., 2023).

H3: Price perception has a positive and significant influence on consumer purchasing decisions for NVME products in Surabaya.

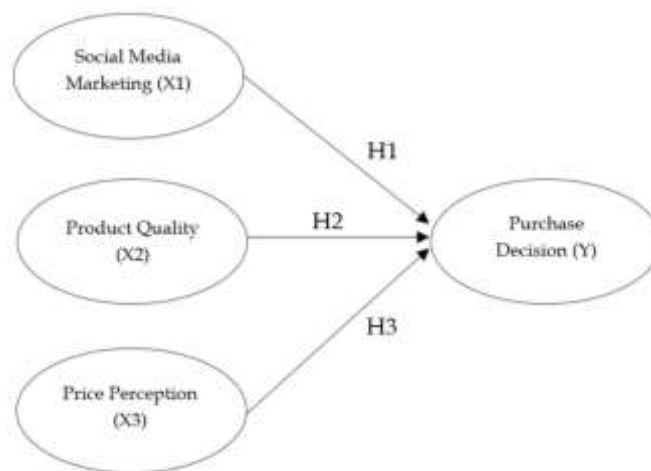


Figure 1. Conceptual Framework

METHODOLOGY

In this study, purchase decision is defined as the dependent variable, while Social Media Marketing, Product Quality, and Price Perception serve as the independent variables. The research adopts a quantitative approach, with data collected through various sources including online platforms, books, journals, academic papers, and responses gathered via Google Forms. The analysis was conducted using Structural Equation Modeling with Partial Least Squares (SEM-PLS), which was considered appropriate given the sample size of 96 respondents. To perform component based SEM or PLS testing, SmartPLS version 4.0 was utilized as the primary analytical software.

RESULTS

Convergent Validity

Table 1. Outer Loadings (Mean, STDEV,T-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)
X1.1 <- (X1)	0,775	0,772	0.051	16,539
X1.2 <- (X1)	0,800	0,796	0.046	16,273
X1.3 <- (X1)	0,731	0,730	0.054	9,937
X1.4 <- (X1)	0,758	0,753	0.060	12,990
X2.1 <- (X2)	0,707	0,705	0.068	10,356
X2.2 <- (X2)	0,803	0,802	0.039	19,019
X2.3 <- (X2)	0,791	0,786	0.054	16,095
X2.4 <- (X2)	0,716	0,709	0.083	9,043
X2.5 <- (X2)	0,738	0,735	0.059	14,258
X3.1 <- (X3)	0,793	0,792	0.040	18,214
X3.2 <- (X3)	0,840	0,838	0.034	18,495
X3.3 <- (X3)	0,790	0,788	0.044	17,761
Y.1 <- (Y)	0,744	0,741	0.047	17,871
Y.2 <- (Y)	0,814	0,811	0.035	22,174
Y.3 <- (Y)	0,700	0,692	0.078	7,622
Y.4 <- (Y)	0,725	0,724	0.054	8,380

According to the results presented in the outer loading table, all indicators representing variables (X1), (X2), (X3), and (Y) obtained factor loading values (original sample) above 0.50 and were statistically significant, with T-statistics exceeding 1.96 at the 5% significance level ($\alpha = 0.05$). Hence, these indicators are considered valid as they fulfill the criteria for convergent validity.

Table 2. Average Variance Extracted

	<i>Average Variance Extracted (AVE)</i>
Social Media Marketing (X1)	0.587
Product Quality (X2)	0.565
Price Perception (X3)	0.653
Purchase Decision (Y)	0.558

The testing results indicate that the Average Variance Extracted (AVE) values for variables (X1), (X2), (X3), and (Y) are 0.587, 0.565, 0.653, and 0.558, respectively. Since all AVE values exceed the minimum threshold of 0.50, each variable satisfies the requirement for convergent validity and is therefore considered valid.

Discriminant Validity

Table 3. Cross Loading

Indicators	Social Media Marketing (X1)	Quality Product (X2)	Price Perception (X3)	Purchase Decision (Y)
X1.1	0.775	0.515	0.521	0.587
X1.2	0.800	0.560	0.477	0.588
X1.3	0.731	0.633	0.784	0.509
X1.4	0.758	0.545	0.500	0.484
X2.1	0.584	0.707	0.528	0.472
X2.2	0.594	0.803	0.633	0.612
X2.3	0.544	0.791	0.566	0.592
X2.4	0.583	0.716	0.492	0.433
X2.5	0.464	0.738	0.423	0.535
X3.1	0.499	0.463	0.793	0.551
X3.2	0.594	0.636	0.840	0.616
X3.3	0.704	0.611	0.790	0.519
Y.1	0.527	0.545	0.528	0.744
Y.2	0.622	0.608	0.554	0.814
Y.3	0.477	0.497	0.522	0.700
Y.4	0.484	0.463	0.477	0.725

By highlighting the factor loading values for the indicators of variables (X1), (X2), (X3), and (Y), the results of the cross loading analysis are presented in Table 3. All indicators in this study demonstrate adequate discriminant validity, as each variable shows factor loading values greater than 0.60 and higher than the loadings of other variables, thereby confirming their validity.

Composite Reliability

Table 4. Composite Reliability

	Composite Reliability (rho_c)
Social Media Marketing (X1)	0.851
Product Quality (X2)	0.866
Price Perception (X3)	0.849
Purchase Decision (Y)	0.834

The composite reliability values obtained for variables (X1), (X2), (X3), and (Y) are 0.851, 0.866, 0.849, and 0.834, respectively, as presented in the composite reliability table. These results indicate that the variables demonstrate strong reliability, since all values exceed the minimum acceptable threshold of 0.70, thereby confirming their consistency and dependability in the measurement model.

Hypothesis Test

Table 5. R-Square

	<i>R-Square</i>
Purchase Decision (Y)	0,612

Based on the R-Square value of 0.612 presented in the R-Square table, the model in this study is able to explain 61.2% of the variation in the Purchase Decision variable, which is influenced by the independent variables of Social Media Marketing, Product Quality, and Price Perception. This percentage indicates a relatively strong capacity of the model in accounting for purchase decisions. The remaining 38.8% is explained by other factors not included in this research model.

Table 6. Path Coefficients

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P Values
Social Media Marketing (X1) -> Purchase Decision (Y)	0.317	0.332	0.088	3.596	0.000
Product Quality (X2) -> Purchase Decision (Y)	0.265	0.253	0.008	2.994	0.003
Price Perception (X3) -> Purchase Decision (Y)	0.284	0.284	0.095	2.987	0.003

H1: Social Media Marketing (X1) has a positive and significant effect on Purchase Decision (Y) is supported, as indicated by a path coefficient value of 0.317 and a T-statistic of 3.596, which exceeds the critical value of $Z\alpha = 1.96$ at the 5% significance level ($\alpha = 0.05$). Furthermore, the P-value of $0.000 < 0.05$ confirms the positive and significant effect.

H2: Product Quality (X2) has a positive and significant effect on Purchase Decision (Y) is accepted, with a path coefficient value of 0.265 and a T-statistic of 2.994, which is greater than the critical value of $Z\alpha = 1.96$ at the 5% significance level ($\alpha = 0.05$). Furthermore, the P-value of $0.003 < 0.05$ confirms the positive and significant effect.

H3: Price Perception (X3) has a positive and significant effect on Purchase Decision (Y) is accepted, with a path coefficient value of 0.284 and a T-statistic of 2.987, which is greater than the critical value of $Z\alpha = 1.96$ at the 5% significance level ($\alpha = 0.05$). Furthermore, the P-value of $0.003 < 0.05$ confirms the positive and significant effect.

DISCUSSION

This study reveals that social media marketing has a significant impact on purchasing decisions for NVME products through TikTok Live on Surabaya's consumers, with content sharing emerging as the most dominant indicator, suggesting that consumers place considerable importance on the frequency and quality of uploaded content. Within the framework of the Theory of Planned Behavior (TPB), social media marketing is associated with subjective norms, as such strategies influence consumer perceptions shaped by the opinions of others toward a product. Engaging, informative, interactive, and trend-aligned content has been shown to enhance consumer interest and confidence, making strategies that emphasize the creation and sharing of relevant content a critical component in driving purchase decisions. These results support (Gunelius, 2011), who argued that content creation, content sharing, connection, and community building strengthen brand awareness, increase engagement, and encourage purchasing behavior. Furthermore, this study is consistent with the research of (Giovani & Purwanto, 2022), (Adriana S. Lahus et al., 2023), and (Utama et al., 2023), which demonstrate that social media marketing particularly through relevant and appealing content significantly influences consumer purchasing decisions by providing clear information, realistic product visualization, and strengthening consumer trust.

Product quality is also indicated a contribution to purchasing decisions for NVME products through TikTok Live on Surabaya's consumers, with "durability" identified as the most dominant indicator, emphasizing the importance of long-term quality to prevent consumer dissatisfaction after purchase. This is consistent with the view of Kotler and Keller (2009) in (Permata Sari, 2021), who argue that product quality is a key determinant of customer satisfaction and purchasing decisions, as consumers tend to select products with superior quality to meet their needs. For NVME products, quality aspects such as trend-aligned variations, durability, specification compliance, aesthetic packaging, and competitive advantages over other brands serve as primary drivers of purchase decisions. Within the framework of the Theory of Planned Behavior (TPB), product quality is categorized under attitude toward the behavior, since positive consumer evaluations of quality foster favorable attitudes that encourage purchasing decisions. These results are further supported by the studies of (Syaifuddin, 2024), (Dwi Tamara et al., 2024), and (Imansyah & Pudjoprastyono, 2023), all of which confirm that product quality has a positive and significant effect on purchase decisions. Therefore, maintaining consistent product quality becomes a crucial strategy to enhance consumer satisfaction, loyalty, and purchase intention.

Through the results of the research, indicated that price perception has a contribution on purchasing decisions for NVME products through TikTok Live on Surabaya's consumers, with the indicator "price compatibility with product or service quality" emerging as the most dominant factor, highlighting the importance of consumers' evaluation of whether the price offered is proportional to the quality received, so that the purchase is perceived as beneficial. For NVME products, the price is considered reasonable in relation to the benefits provided, such as multifunctional features, attractive design, and guaranteed

safety of use, which encourage consumers to proceed with the purchase. Within the framework of the Theory of Planned Behavior (TPB), price perception is associated with perceived behavioral control, as a fair and appropriate price increases consumers' sense of ability to purchase without constraints. This finding is consistent with studies by (Setiawan et al., 2023), (Putra & Aminah, 2022), and (Fakhruddin&Fiernaningsih, 2019), all of which confirm that price perception has a positive and significant effect on purchasing decisions, underscoring that fair pricing strategies aligned with product benefits are essential to strengthening consumer perceptions and encouraging purchase decisions.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

1. This study reveals that the decision to purchase NVMEE products through TikTok Live in Surabaya is influenced by three main factors, namely social media marketing, product quality, and price perception. Effective social media marketing strategies, such as creating interesting content, direct interaction, and sharing content according to audience needs, are proven to improve purchasing decisions.
2. Good product quality, including durability, variety, specification suitability, attractive packaging, and advantages compared to other brands, encourage consumers to buy because it is in accordance with expectations.
3. The perception of reasonable price and commensurate with the quality and benefits of the product also strengthens consumer confidence that NVMEE products are worth buying, thus further improving purchasing decisions.

Recommendations

1. NVMEE has been proven effective in enhancing consumer purchasing decisions through TikTok Live. It is recommended that the company increase both the quantity and quality of its content, such as product tutorials, exclusive promotions, and direct audience interactions, while emphasizing content sharing that aligns with current TikTok trends to attract a broader audience and strengthen consumer loyalty.
2. Product quality, particularly durability, serves as a key determinant in purchase decisions. NVMEE should consistently maintain durability, specification accuracy, and attractive packaging, while also pursuing product innovations that align with consumer needs and market trends to ensure competitiveness.
3. Fair pricing that reflects product quality and benefits positively influences purchasing decisions. NVMEE is advised to sustain a pricing strategy that is perceived as reasonable, while also offering special promotions or discounts on specific occasions to increase consumer interest and purchase intention.

FURTHER STUDY

There are several limitations to this study that provide opportunities for improvement in future research. The scope of this research was limited to Surabaya, which may restrict the generalizability of the findings to other regions or markets with different consumer characteristics. Therefore, future investigations are recommended to broaden the research area to include diverse geographical locations, enabling a more comprehensive understanding of consumer behavior across various contexts. In addition, subsequent studies could integrate additional variables such as brand image, sales promotions, or consumer trust, which may offer deeper insights into the factors influencing purchasing decisions. By addressing these aspects, future research would not only enhance the robustness and validity of the results but also generate valuable implications that can serve as strategic considerations for companies in developing more effective marketing approaches.

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