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## The Effect of Complete Needs Moderation on Time Efficiency, Discounts, Ease of Payment, and Free Shipping in Increasing Repurchase Interest

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ARTICLE INFO	ABSTRACT
<p><b>Article History:</b> Submitted: September 27, 2023 Reviewed: October 17, 2023 Revision: 24 November 2023 Accepted: November 28, 2023 Publish: December 12, 2023</p> <p><b>Keywords:</b> Time Efficiency, Discounts or Promotions, Easy Payment, Free Shipping, Repurchase Power Interest</p> <p><b>Corresponding Author:</b> Ni Luh Intan Email: <a href="mailto:niluhintansari783@gmail.com">niluhintansari783@gmail.com</a></p>	<p>This study aimed to determine whether time efficiency, discounts or promotions, easy payments, and free shipping affect purchasing power interest in the TikTok Shop application. The study also examined whether there was a moderating effect between complete needs (moderation factor) on time efficiency (X1), discounts or promotions (X2), easy payments (X3), and free shipping (X4) on purchasing power interest (Y) on TikTok Shop. The sample population was the general Balinese aged 17 to 45 years. In this study, 100 respondents provided assessments through several indicators on a scale of 1 to 5. The method used was the classical assumption test and moderation regression to determine the magnitude of the influence of the moderating relationship between variables M and X (independent). The significance value between variables X and Y before entering variable M showed 0.029, 0.000, 0.016, and 0.005, so the independent factor had a significant positive simultaneous effect on the dependent variable (Y). Meanwhile, when the moderation variable was entered, the significance results were 0.173, 0.001, 0.394, and 0.469, indicating that the complete needs variable (M) could not moderate the time efficiency, easy payment, and free shipping variables on repurchase interest. The complete needs factor was able to moderate discounts or promotions on repurchase interest on TikTok Shop.</p>

## **INTRODUCTION**

The internet is a system that connects people without distance limitations, enabling fast and efficient data transfer through electronic media and certain frequencies (Amira, nd). The COVID-19 pandemic has driven changes in the use of the internet, not only as a source of information, but also as a means of transactions to meet personal needs (Ministry of Communication and Information Technology of the Republic of Indonesia, 2020). The number of internet users in Indonesia reached more than 77% of the total population in 2022 (Pratama, 2022) and increased to 213 million in 2023 (Annur, 2023). As technology develops, the internet is widely used by individuals around the world (Imari, 2017). The increasing use of the internet has made online shopping more prevalent as it provides convenience, especially during the pandemic.

The utilization of the internet in economic activities opens up new opportunities for Indonesia's economic growth. Based on Statista Market Insights data, the number of e-commerce users in Indonesia reached 178.94 million in 2022 and is projected to increase to 196.47 million by the end of 2023 (Mustajab, 2023). Online shopping allows consumers to purchase goods or services directly from the seller through a web browser (Peristian, 2009). E-commerce is the core of digital commerce, with transaction stages ranging from item selection, communication with the seller, payment, to product delivery (Sari et al., 2018). In addition to logistics services, the cash-on-delivery (COD) payment method is an alternative for consumers who want to make sure the goods are received before paying.

With the increasing number of internet users, the e-commerce industry is becoming increasingly competitive. The internet is not only a means of communication and information, but also an effective marketing tool for goods and services transactions (Nurhidayat et al., 2022). Some successful e-commerce in Indonesia include Tokopedia, Shopee, Lazada, Bukalapak, and Blibli, with varying levels of customer trust depending on discounts, service quality, and transaction effectiveness (Anggraeni, 2021). Competition is getting tighter with the presence of TikTok Shop, which must innovate in order to compete in the e-commerce market.

TikTok Shop is a feature in the TikTok application developed by ByteDance in 2021. Originally, TikTok was a short video-based social media platform that allowed users to share creative entertainment content (Li et al., 2021). TikTok has dramatically increased in popularity since 2019, with over 400 million downloads in 2020 (Iqbal, 2021). TikTok Shop is a business innovation that combines entertainment and online shopping, with a sales increase of more than 150% in the 10.10 shopping program in Indonesia (TikTok Shop, 2021). The product categories available are very diverse, ranging from gadgets, fashion, beauty, to household appliances to attract consumer buying interest.

Trust is an important factor in consumer decisions when shopping online. In e-commerce transactions, buyers cannot touch the product directly and only see through pictures or descriptions, so trust in the platform and seller is decisive (Dianto et al., 2020). According to Ferdinand in Dianto et al. (2020), consumer repurchase interest is influenced by four dimensions: transactional interest (the tendency to make repeat purchases), referential interest (recommending products to others), preferential interest (making products the first choice), and exploratory interest (seeking additional information about products). In a climate of increasingly fierce e-commerce competition, understanding the factors that influence consumer repurchase intention such as trust, ease of transaction, and service quality is very important for digital business actors.

Repurchase interest is a condition when a stimulus from a product creates a consumer's desire to own it (Kotler, 2008, p. 176). This interest arises when consumers give a positive response to the product being offered. The stimulus aims to attract consumer attention so that they make repeated purchases (Peburiyanti & Sabran, 2020). According to Kotler & Keller (2016: 220) in Gunawan (2022), purchase interest behavior is a reaction to an object that shows a person's desire to buy.

Rosiana and Surendra (2021) state that purchase intention is a reflection of consumer purchasing plans for products with certain brands and quantities, which is a reference for e-commerce players in competing. Li & Zhu (2021) explain that purchase intention is a form of holistic consumer exchange attitude towards a product resulting from a combination of brand assessment and external factors. Consumers gain experience from transactions through information experience and direct experience (Kotler & Keller, 2012, p. 198; Sumarwan, 2015, p. 145).

Time efficiency is one of the main reasons consumers choose online shopping over in-person shopping. Online shopping saves time that is usually spent going to the store, queuing, and selecting products manually. According to Nurhayati (2017), time efficiency in online shopping helps consumers use their time optimally. Changes in people's consumption patterns supported by technological advances make e-commerce offer a fast and efficient shopping experience. The concept of time efficiency originated from the Industrial Revolution which emphasized effective time management to increase productivity (Gea, nd). Robbins and Coulter (2018: 112) state that time efficiency reflects the ability of individuals or organizations to optimize resources to achieve goals with minimal effort. In the context of online shopping, time efficiency includes the ability to complete transactions without being hampered by physical store operating hours or geographical constraints. Shopping time planning includes techniques such as prioritization, scheduling, execution, and evaluation. Kotler and Keller (2016:325) emphasize that time efficiency has a major effect on customer satisfaction in digital services.

Price is an important element in the marketing mix because it directly affects a company's revenue. Improper pricing can harm the company—either because the price is too low or too high (Kotler & Keller, 2016, p. 115). Tjiptono (2016, p. 218) states that price is the only element of the marketing mix that generates revenue. Price serves as a signal of product value to consumers (Kotler & Keller, 2016, p. 84), while a price discount strategy is a systematic reduction in price after a product is introduced at a high price (Peter & Olson, 2014, p. 256). Types of pricing and discounts include quantity discounts, seasonal discounts, cash discounts, trade discounts, and promotional selling prices (Hariyanto, nd). An effective pricing strategy must consider the market, competition, and consumer perceptions in order for the company to remain competitive and sustainable.

The ease of use of information technology greatly affects its effectiveness and efficiency. In KBBI, ease is defined as something that facilitates efforts and implementation of plans. According to Davis (1989), ease of use of technology means a person's belief that using technology does not require great effort. Venkatesh & Davis (2000) add that convenience includes reducing time, energy, and costs. Technology that is easy to understand and does not make it difficult will be adopted more quickly. In practice, this convenience is reflected in online transactions such as simple ordering processes, varied payment methods, and features that support the completion of transactions quickly and conveniently.

Convenience and time efficiency are key determinants in consumer decision-making, particularly in the context of online shopping. As proposed in the Technology Acceptance Model (TAM) by Davis (1989), the perceived ease of use significantly influences users' attitudes and behavioral intentions toward adopting technology-based systems. In online shopping, time efficiency allows consumers to minimize effort and reduce the duration required compared to traditional shopping methods (Gefen et al., 2003). Furthermore, empirical findings by Chiu et al. (2014) affirm that efficient use of time in digital transactions positively shapes the consumer experience and fosters stronger customer loyalty.

**H1:** *There is a significant influence between the perception of ease of time efficiency (X1) and repeat purchase interest in TikTok Shop (Y).*

Promotional discounts serve as powerful marketing instruments for capturing consumer attention and driving repurchase behavior. According to Kotler & Keller (2016, p. 225), attractive price promotions can enhance the perceived value of a product, thereby affecting consumers'

purchasing decisions. Reinforcing this view, Shi et al. (2020) found that the frequent offering of promotions by e-commerce platforms plays a vital role in increasing customer retention by creating a more rewarding shopping experience.

**H2:** *There is a significant influence between the perception of promotional discounts (X2) and repeat purchase interest in TikTok Shop (Y).*

Ease and flexibility in payment methods have emerged as crucial considerations for online consumers. As explained by Dahlberg et al. (2008), the adoption of digital payment systems hinges on factors such as ease of use, perceived security, and transactional convenience. A smooth and seamless payment experience not only builds customer trust but also reduces friction at checkout, thereby increasing the likelihood of repeat purchases (Hsu et al., 2019). Supporting this notion, Kim et al. (2010) concluded that user-friendly payment mechanisms significantly contribute to enhanced customer loyalty in e-commerce settings.

**H3:** *There is a significant influence between easy payment (X3) and repeat purchase interest in TikTok Shop (Y).*

Free shipping is widely recognized as an effective strategy to boost online consumer engagement. Grewal et al. (2011) observed that high shipping fees are often a deterrent in online purchases, whereas the availability of free shipping can elevate perceived value and encourage greater brand loyalty. Similarly, Amalia and Wibowo (2019) demonstrated that free shipping promotions not only increase transaction volume but also enhance customer satisfaction levels.

**H4:** *There is a significant influence between free shipping (X4) and repeat purchase interest in TikTok Shop (Y).*

In today's highly competitive e-commerce environment, a combination of factors often shapes consumer behavior and repeat purchase decisions. Wang et al. (2019) emphasize that the synergy of transactional ease, competitive pricing, flexible payment methods, and incentives like free shipping collectively improves the customer experience and strengthens brand attachment. This is further supported by Chiu et al. (2014), who found that the concurrent application of these elements has a significant and positive impact on customer retention within e-commerce platforms.

**H5:** *There is a significant influence between the perception of ease of time efficiency (X1), promotional discounts (X2), easy payments (X3), and free shipping (X4) on repeat purchase interest in TikTok Shop (Y).*

## **RESEARCH METHOD**

This study adopts a quantitative approach, which emphasizes the collection and analysis of numerical data to describe, explain, predict, and control the studied variables and phenomena (Sugiyono, 2018). The primary data source is obtained through the distribution of structured questionnaires containing Likert scale statements ranging from 1 (strongly disagree) to 5 (strongly agree). The analysis technique used is moderated regression analysis (MRA), processed with SPSS software.

### **Research Variables**

This study involves the following variables:

1. Independent Variables (X):
  - X1: Perceived Ease of Time Efficiency
  - X2: Promotional Discounts
  - X3: Easy Payments
  - X4: Free Shipping
2. Dependent Variable (Y):
  - Y: Repurchase Interest on TikTok Shop
3. Moderating Variable (M):

- M: Perceived Completeness of Needs

The moderating variable (M) is hypothesized to strengthen or weaken the relationship between the independent variables (X1-X4) and the dependent variable (Y).

Research Equation (Model)

The statistical model used in this study is expressed in the following equations:

1. Main Effect Model (Without Moderator):

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon$$

2. Moderation Effect Model (With Moderator):

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5M + \beta_6X_1M + \beta_7X_2M + \beta_8X_3M + \beta_9X_4M + \varepsilon$$

Where:

Y	=	Repurchase Interest
$\beta_0$	=	Constant
$\beta_1$ - $\beta_4$	=	Coefficients of independent variables
$\beta_5$	=	Coefficient of moderating variable
$\beta_6$ - $\beta_9$	=	Coefficients of interaction terms (moderation effects)
$\varepsilon$	=	Error term

Population and Sample

- Population: All active TikTok Shop users in Indonesia who have made at least one purchase within the last 3 months.
- Sample: A portion of the population that meets the criteria of having made repeat purchases on TikTok Shop.

### Sampling Method

The study uses non-probability sampling with the purposive sampling technique. This method is chosen because the selection of respondents is based on specific criteria, namely:

- Age between 17-40 years (active internet users)
- Having purchased more than once through TikTok Shop
- Willing to fill out the questionnaire completely

The minimum sample size is determined using the formula from Hair et al. (2010), which recommends at least 5-10 respondents per observed variable, resulting in a minimum of 50-100 respondents for 5 variables (X1-X4 and M).

Classical Assumption Tests

Before conducting the regression analysis, the following classical assumption tests were applied:

1. Normality Test:  
To assess whether the residuals are normally distributed using the Kolmogorov-Smirnov or Shapiro-Wilk test.
2. Multicollinearity Test:  
To detect the presence of high correlation among independent variables using Variance Inflation Factor (VIF) and Tolerance values.
3. Heteroscedasticity Test:  
Conducted using the Glejser test or scatterplot to verify the constancy of variance in residuals.

Moderated Regression Analysis (MRA)

The MRA technique is used to test whether the completeness of needs (M) moderates the relationship between each independent variable and repurchase interest. The moderation is tested by including interaction terms (X\*M) in the regression model. The significance of these interaction terms indicates whether moderation occurs.

- If the interaction term is statistically significant ( $p < 0.05$ ), it suggests a moderating effect exists.
- If the interaction term is not significant, it indicates that the moderating variable has no effect.

## RESULTS AND DISCUSSION

### Results

#### Normality Test

It is a test that aims to determine whether the residuals of the regression model created are normally distributed. A good regression model has a standard or near-normal residual distribution. In this study, the Normality Test was carried out by testing the residual normality using the Kolmogorov-Smirnov test by comparing the relative cumulative distribution of observation results with the theoretical relative cumulative distribution. If the probability of significance of the residual value is more significant than 0.05, the residuals are normally distributed. Likewise, if the residual's significance probability is lower than 0.05, the residuals are not normally distributed. Based on the results of the normality test analysis using the Kolmogorov-Smirnov test, a significance value of 0.008 was obtained. Because the significance value of the Kolmogorov-Smirnov test is below 0.05 ( $0.05 > 0.008$ ), it can be concluded that the data is not normally distributed.

**Table 1. Normality Test**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters,b	Mean	.0000000
	Std. Deviation	1.61311252
Most Extreme Differences	Absolute	.106
	Positive	.073
	Negative	-.106
Test Statistics		.106
Asymp. Sig. (2-tailed)		.008c

a. Test distribution is Normal.  
 b. Calculated from data.  
 c. Lilliefors Significance Correction.

*Source: Data processing results*

#### Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between independent variables in a regression model. A good regression model is one in which there is no correlation between independent variables. It can be seen from the tolerance value and the variance inflation factor (VIF) value to detect the presence or absence of correlation between independent variables. The model can be considered free from multicollinearity if the VIF value is less than 10. Based on the multicollinearity test, the Tolerance value of all variables is greater than 0.10 ( $< 0.10$ ), so it can be concluded that there is no multicollinearity. As seen from the VIF, if the value of all variables is less than 10.00 ( $> 10.00$ ), then it can be concluded that there is no multicollinearity.

**Table 2. Multicollinearity Test**

		Coefficients			
Model		B	Std. Error	Tolerance	VIF
1	(Constant)	1,490	1,393		
	Time Efficiency	.328	.159	.434	2.304
	Discount/Promo	.450	.168	.287	3.485
	Easy Payment	.227	.152	.392	2,552
	Free Shipping	.410	.144	.398	2,511
	Complete Needs	.169	.135	.335	2,989
	a. Dependent Variable: Repurchase Interest				

Source: Data processing results

It is a test that aims to test whether, in the regression model, there is an inequality of variance from the residuals of one observation to another. A good regression model does not contain symptoms of heteroscedasticity or has a homogeneous variance.

**Table 3. Heteroscedasticity Test**

		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	3.246	.875		3,709	.000
	Time Efficiency	.073	.100	.097	.734	.465
	Discount/Promo	-.447	.106	-.687	-4.230	.000
	Easy Payment	-.042	.096	-.061	-.439	.661
	Free Shipping	.273	.091	.415	3.012	.003
	Complete Needs	-.036	.085	-.063	-.422	.674
a. Dependent Variable: Abs_RES						

Source: Data processing results

The Glejser test is carried out by regressing the independent variable against the absolute residual to detect the presence or absence of heteroscedasticity. If the independent variable being studied does not significantly affect the absolute residual, it means that the regression model does not contain symptoms of heteroscedasticity. Based on the Heteroscedasticity test output, it is known that the significance value (Sig.) of the time efficiency variable, easy payment, and complete needs is more than 0.05 ( $> 0.05$ ), so it can be concluded that this model does not experience heteroscedasticity problems. While the discount or promo and free shipping variables are less than 0.05 ( $< 0.05$ ), it can be concluded that this model experiences heteroscedasticity problems.

The F test is used to test the regression. The F test shows the simultaneous influence of Time Efficiency, Discount, Easy Payment, and Free Shipping on the Interest in Repeat Purchasing Power. The steps for conducting the F test are as follows:

- 1) Formulating Hypothesis Formulation
  - Ho:  $\beta_1, \beta_2 = 0$ ; there is no simultaneous influence of the variables Time Efficiency, Discount, Easy Payment, and Free Shipping on Repurchase Interest.
  - Hi:  $\beta_1, \beta_2 > 0$ ; the variables Time Efficiency, Discount, Easy Payment, and Free Shipping influence Repurchase Interest simultaneously.
- 2) Determining the Confidence Level The confidence level is 95 percent,  $\alpha = 0.05$
- 3) Formulating Testing Criteria If the F test Sig  $< 0.05$ , then Ho is rejected
- 4) Data Analysis The data processing results using the SPSS program obtained an F count value of 155.832 with a significance of 0.000.
- 5) Drawing Conclusions The Fcount value obtained is 58.454 with a significance value of the F Test of 0.000, so Ho is rejected so that H1 is accepted with the description that there is a simultaneous influence of the variables Time Efficiency, Discount, Easy Payment, and Free Shipping on Repurchase Interest. Thus, this regression model is stated to be appropriate. The magnitude of the influence of the three independent variables is indicated by the R Square value of 0.711. This means that 71.1% of the change in Repurchase Interest is influenced by the variables Time Efficiency, Discount, Easy Payment, and Free Shipping on Repurchase Interest. At the same time, variables outside the model determine the rest.

**Table 4. Moderation Test before entering the moderating variables**

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1051.118	4	262,779	58,454	.000b
	Residuals	427,072	95	4.495		
	Total	1478.190	99			

a. Dependent Variable: Repurchase Interest  
 b. Predictors: (Constant), Free Shipping, Time Efficiency, Easy Payment, Discount/Promo

Source: Data processing results

Based on Table 4 (ANOVA), it is known that the regression model before the inclusion of moderation variables can significantly explain the variability of Repurchase Interest. This is indicated by the F value of 58.454 with a significance level of Sig. = 0.000 ( $p < 0.05$ ), which means that simultaneously, the four independent variables - Time Efficiency, Discount/Promo, Easy Payment, and Free Shipping - have a significant effect on consumer repurchase interest. The Sum of Squares for Regression value of 1,051.118 indicates that most of the variation in repurchase intention can be explained by this model, while the residual value of 427.072 reflects the remaining variation not explained by the predictor variables. This finding confirms that before considering moderating factors, the four main variables already make a significant contribution in explaining repurchase intention in TikTok Shop.

**Table 5. Moderation Test before entering the moderating variables**

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.843a	.711	.699	2.120	

a. Predictors: (Constant), Free Shipping, Time Efficiency, Easy Payment, Discount/Promo  
 Source: Data processing results

Based on Table 5 regarding the regression test before including the moderation variable, the R value is 0.843 which indicates a very strong relationship between the independent variables (Time Efficiency, Discount/Promo, Easy Payment, and Free Shipping) and the dependent variable (Repurchase Interest). The R Square value of 0.711 indicates that 71.1% of the variation in repurchase interest can be explained by the four independent variables simultaneously, while the remaining 28.9% is influenced by other factors not examined in this model. The Adjusted R Square value of 0.699 indicates that this model remains stable despite adjusting the number of predictors. In addition, the standard error of the estimate of 2.120 indicates a relatively low level of deviation or error in the model's prediction of the actual value, so that the model can be said to have good predictive ability before the moderating variable is entered.

**Moderation Test before entering the moderating variables**

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1,024	1,341		.764	.447
Time Efficiency	.340	.153	.184	2.228	.028
Discount/Promo	.529	.137	.334	3,871	.000
Easy Payment	.345	.140	.205	2.463	.016
Free Shipping	.394	.137	.246	2,880	.005

a. Dependent Variable: Repurchase Interest  
 Source: Data processing results

Based on Table 6 which displays the regression test results before including moderation variables, it can be seen that all independent variables-Time Efficiency, Discount/Promo, Easy Payment, and Free Shipping-have a significant effect on Repurchase Interest. This is indicated by the significance value (Sig.) of each variable that is below the 0.05 threshold. In detail, Time Efficiency has a positive effect with a coefficient B = 0.340 and a value of Sig. = 0.028, which means that the higher the perception of time efficiency, the greater the consumer's repurchase interest. The Discount / Promo variable has the strongest influence with coefficient B = 0.529 and Sig. = 0.000, indicating that the perception of discounts or promos greatly determines repurchase

interest. Furthermore, Easy Payment and Free Shipping also contributed significantly with each coefficient  $B = 0.345$  (Sig. = 0.016) and  $B = 0.394$  (Sig. = 0.005). This shows that ease of payment and free shipping services also encourage consumers to make repeat purchases at TikTok Shop. Thus, the four independent variables significantly influence repurchase intention before the moderating variable is considered.

**Table 7. Moderation Test after entering the moderating variables**

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1112.089	9	123,565	30,377	.000b
	Residuals	366.101	90	4.068		
	Total	1478.190	99			

a. Dependent Variable: Repurchase Interest

b. Predictors: (Constant), X4M, Time Efficiency, Easy Payment, Free Shipping, Discount/Promo, Complete Needs, X1M, X2M, X3M

Source: Data processing results

Based on Table 7 of the ANOVA test results after including the Complete Needs moderation variable, it is known that the regression model involving independent variables (Time Efficiency, Discount / Promo, Easy Payment, Free Shipping) as well as moderation and interaction variables (X1M, X2M, X3M, X4M) simultaneously has a significant effect on Repurchase Interest. This is indicated by the significance value Sig. = 0.000, which is far below the 0.05 threshold, and the calculated F value = 30.377, which indicates that the regression model used as a whole is fit or feasible to use in explaining variations in repurchase interest. With a total R-Square value of 0.752 (obtained from the previous table), this model is able to explain 75.2% of the variability in repurchase intention through a combination of independent variables and moderation variables, while the rest is explained by other factors outside the model.

Based on Table 8 (Model Summary), after including the moderating variable Complete Needs along with the interaction between Complete Needs and each independent variable (X1M, X2M, X3M, X4M), the value of  $R = 0.867$  is obtained which indicates a very strong level of relationship between all independent variables (including moderation) and the dependent variable Repurchase Interest. The R Square value of 0.752 indicates that 75.2% of the variation in repurchase interest can be explained by a model that includes Time Efficiency, Discount/Promo, Easy Payment, Free Shipping, Complete Needs, and their interactions. The remaining 24.8% is explained by other factors outside the model. The Adjusted R Square value of 0.728 also shows that the model has been adjusted to the number of variables, and still shows a high level of accuracy, with a standard error of 2.017, indicating that the deviation between the predicted value and the actual value is quite low. These findings confirm that the presence of moderating variables strengthens the relationship between the independent variables and consumer repurchase intention at TikTok Shop.

**Table 8. Moderation Test after entering the moderating variables**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867a	.752	.728	2.017

a. Predictors: (Constant), X4M, Time Efficiency, Easy Payment, Free Shipping, Discount/Promo, Complete Needs, X1M, X2M, X3M

Source: Data processing results

**Table 9. Moderation Test after entering the moderating variables**

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	-1.155	2,948		-.392	.696
Time Efficiency	-.322	.468	-.175	-.688	.493
Discount/Promo	2,069	.497	1,307	4.164	.000
Easy Payment	-.153	.621	-.091	-.247	.806
Free Shipping	.127	.517	.080	.246	.806
Complete Needs	.392	.358	.285	1,097	.276
X1M	.059	.043	.757	1,374	.173
X2M	-.171	.049	-2.387	-3.482	.001
X3M	.051	.059	.671	.856	.394
X4M	.037	.051	.480	.728	.469

a. Dependent Variable: Repurchase Interest

Source: Data processing results

Based on Table 9 (Coefficients), after including the moderation variable Complete Needs along with the moderation interaction (X1M, X2M, X3M, and X4M), it is found that only the Discount/Promo variable (B = 2.069, Sig. = 0.000) has a significant positive effect on Repurchase Interest at the 5% significance level, with a t value = 4.164, indicating that the perception of discounts has the strongest impact on driving repurchase interest. Meanwhile, the interaction of Discount/Promo with Complete Needs (X2M) shows a significant negative effect (B = -0.171, Sig. = 0.001), which means that the higher the match of customer needs, the effect of discounts on repurchase interest decreases. This can be interpreted that for consumers with very complete needs, discounts are no longer a dominant factor in repurchase decisions. Other variables such as Time Efficiency, Easy Payment, Free Shipping, as well as their interaction with Complete Needs

(X1M, X3M, X4M) did not show a significant effect (Sig. > 0.05), which indicates that the moderation of Complete Needs does not strengthen the relationship of these variables to repurchase intention in the context of this study.

## **Discussion**

**Time Efficiency on Repurchase Interest** The study results indicate that the time efficiency variable significantly affects repurchase interest in the TikTok Shop application. Based on the SPSS data test, a t-statistic value of 2.228 was obtained with a significance of 0.028 (<0.05) and a coefficient of 0.153, so there is a positive and significant effect between time efficiency and repurchase interest. Time efficiency in online shopping increases consumer interest and trust in regular purchases through TikTok Shop. This is in accordance with Nurhayati's statement (2017, pp. 75-89) that the main benefit of someone choosing online shopping over offline shopping is better time efficiency. These results support hypothesis 1 (H1) that there is an influence between the perception of time efficiency (X1) and repurchase interest in TikTok Shop (Y).

**Discounts/Promos on Repurchase Interest** The hypothesis test results prove that the discount variable positively and significantly influences purchasing decisions at TikTok Shop. Based on the SPSS data test, the t-statistic value obtained was 3.871 with a significance of 0.000 (<0.05), so discounts significantly affect repurchase interest. Consumers are interested in making purchases because of high discounts, quality discounted products, and information from social media about the promo. This is in line with research by Amalia and Wibowo (2019, pp. 112-125) and Ardiansyah and Nurdin (2020), which state that discounts significantly affect purchasing decisions. These results support hypothesis 2 (H2) that there is an influence between the perception of discounts or promos (X2) on repurchase interest at TikTok Shop (Y).

**Easy Payment on Repurchase Interest** The study results show that easy payment significantly affects repurchase interest on the TikTok Shop application. Based on the t-statistic test, a value of 2.463 was obtained with a significance of 0.016 (<0.05), which indicates a positive and significant relationship between easy payment and repurchase interest. This is in accordance with the research of Dahlberg et al. (2008, pp. 165-181) which states that ease of payment increases shopping convenience and repurchase decisions. These results support hypothesis 3 (H3) that there is an influence between the perception of easy payment (X3) on repurchase interest on TikTok Shop (Y).

**Free Shipping on Repurchase Interest** The study results show that free shipping significantly affects repurchase interest in TikTok shops. The results of the t-statistic test obtained a value of 2.880 with a significance of 0.005 (<0.05). These results support the cognitive response model theory, which states that consumers tend to buy after seeing a promo for shipping costs. This is also supported by Amalia and Wibowo's (2019, pp. 45-57) research, which shows that free shipping promotions increase online purchasing decisions. The results of this study support hypothesis 4 (H4) that there is an influence between free shipping (X4) and repurchase interest in TikTok Shop (Y).

### **Moderating Factor of Complete Needs (M)**

**Complete Needs Moderate Time Efficiency** The test results show a t-statistic value of 1.374 with a significance of 0.173 (> 0.05), which means that the complete needs factor cannot moderate the relationship between time efficiency and repurchase interest. These results indicate that the availability of complete needs in TikTok Shop does not influence shopping time efficiency. This finding does not support the theory of Kotler and Keller (2016), which states that product diversity can increase the appeal of online shopping efficiency.

**Complete Needs Moderate the Effect of Discounts on Repurchase Interest** Based on SPSS calculations, the significance value of the interaction variable between discounts/promos and complete needs is 0.001 (<0.05), which means that complete needs can moderate the effect of discounts on repurchase interest. This is in line with Tjiptono's research (2016, p. 218), which states

that the more complete the needs available, the higher the effectiveness of discount promotions in attracting customers.

From the research results, the significance value of the interaction variable between easy payment and complete needs is 0.394 ( $> 0.05$ ), indicating that complete needs cannot moderate the relationship between ease of payment and repurchase intention. Chaffey's research (2015, pp. 45-60) shows that transaction convenience is more influential than product completeness in online purchasing decisions.

Complete Needs Moderate the Effect of Free Shipping on Repurchase Interest The results of the study show that the interaction variable between free shipping and complete needs has a significance value of 0.469 ( $> 0.05$ ), which means that complete needs are unable to moderate the effect of free shipping on repurchase interest. Widya's research (2018, pp. 78-90) supports this, which states that even though free shipping promos are attractive, consumers still consider other factors, such as price and product quality.

Thus, the results of this study indicate that time efficiency, discounts, easy payments, and free shipping significantly affect repurchase interest at TikTok Shop, with complete needs only moderating the effect of discounts.

## CONCLUSION

Based on the research results, time efficiency, discounts/promos, easy payments, and free shipping together positively and significantly impact consumer repurchase interest in TikTok Shop. Time efficiency has increased consumer interest in online shopping because it allows them to save time. Discounts and promos are also significant factors, especially when combined with the quality of discounted products and information obtained from social media and advertisements. Ease of payment makes it easier for consumers to make transactions, while free shipping is one of the main attractions that can encourage repeat purchases. However, the complete needs factor has only been shown to moderate the effect of discounts/promos on repurchase interest, while it does not have a significant role in moderating time efficiency, ease of payment, and free shipping.

As a recommendation, TikTok Shop can further strengthen its discount and promo strategy and expand its free shipping program to increase consumer loyalty. In addition, optimizing time efficiency in the shopping and payment process, which is more practical, also needs to be continuously developed to maintain and increase consumer repurchase interest. By optimizing these four main factors, TikTok Shop can increase its competitiveness in the e-commerce industry and strengthen customer loyalty in the long term.

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