



THE EFFECT OF PROMOTION AND THE EFFECTIVENESS OF NON-CASH TRANSACTIONS ON THE INCREASE IN KFC CONSUMER PURCHASES IN JAKARTA THROUGH TIKTOK SHOP IN 2025

By

Wilson Theodora¹, Margareth Angelika Widjaya², Clara Kabita³, Jason Alexander Wijaya⁴, Kevin Gouw⁵,
Tumpal J.R.Sitinjak⁶

^{1,2,3,4,5,6}Fakultas Ekonomi dan Bisnis, Institut Bisnis dan Informatika Kwik Kian Gie

Email: ¹wilsontheodora23@gmail.com, ²margarethangelika34@gmail.com

Article Info

Article history:

Received Feb 27, 2026

Revised Mar 06, 2026

Accepted Mar 30, 2026

Keywords:

Promotion, Cashless
Transaction Effectiveness,
TikTok Shop, Purchase
Increase, KFC.

ABSTRACT

The rapid development of digital technology has transformed marketing strategies and consumer purchasing behavior, particularly through social commerce platforms such as TikTok Shop. This study aims to examine the effect of promotion and the effectiveness of cashless transactions on the increase in consumer purchases of KFC in Jakarta through TikTok Shop. This research employs a quantitative approach using a causal associative method. Primary data were collected through questionnaires distributed to 100 respondents who are KFC consumers in North Jakarta and have made purchases via TikTok Shop. The sampling technique applied was purposive sampling. Data analysis was conducted using multiple linear regression analysis and partial hypothesis testing (t-test) with the assistance of SPSS software. The results indicate that promotion has a positive and significant effect on increasing consumer purchases of KFC through TikTok Shop. Furthermore, the effectiveness of cashless transactions also has a positive and significant influence on the increase in consumer purchases. These findings suggest that promotional strategies in the form of discount vouchers delivered through interactive TikTok Shop content, combined with fast, secure, and convenient cashless payment systems, are effective in stimulating consumer purchase intention and purchase frequency. This study is expected to contribute to the development of digital marketing management literature and provide practical insights for companies in designing more effective promotional strategies and digital payment systems.

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



Corresponding Author:

Wilson Theodora

Fakultas Ekonomi dan Bisnis, Institut Bisnis dan Informatika Kwik Kian Gie

Email: wilsontheodora23@gmail.com

1. INTRODUCTION

The development of digital technology has brought major changes in the world of marketing and consumer behavior. In Indonesia, this development has encouraged the popularity of *the social commerce* phenomenon, namely buying and selling activities that occur through social media platforms that are integrated with transaction functions. Today, people are not only shopping directly at physical stores, but also utilizing various digital platforms to meet their needs. This online shopping activity is considered more practical and time-saving. One of the platforms that is growing rapidly is *TikTok Shop*, which is an *e-commerce* feature in the TikTok application that allows users to buy products directly through video content or live *streaming*. This phenomenon shows a change in consumer behavior trends from just entertainment to interactive digital consumption activities.

One of the advantages of making online purchases is the many forms of promotion. According to Syafarudin (2020), promotion is a form of communication between sellers and buyers that can change the attitude and behavior of buyers who initially do not know the product to know and buyers can still remember the product. The form of promotion offered by sellers and *marketplaces* is compared to offline shopping, for example *discount vouchers*.

Most of the people really like discounts. This can be proven by data from Populix (2020) which states that one of the reasons people do online shopping activities is because of attractive discount *vouchers*. In addition, technological developments also encourage non-cash transaction activities. Non-cash transactions or non-cash payment systems are payments made without using physical money (paper / metal currency) as the main medium of exchange. These cashless transactions make the purchase process faster, safer, effective, and more efficient. Consumers don't need to bother preparing physical money, and transactions can be made at any time.

Kentucky Fried Chicken (KFC) as one of the largest fast food restaurant chains in Indonesia also follows the development of this digital trend by utilizing various online platforms, including *TikTok Shop*, as a promotional and sales medium. The collaboration between KFC and *TikTok Shop* not only serves as a means to expand market reach, but also as a strategy to attract young consumers and urban workers who actively use social media. Through creative video content, live streaming, and the provision of discount vouchers, KFC strives to create an interesting and interactive shopping experience for consumers. In Indonesia, KFC has been present since 1979 and has become one of the people's top choices for fast food. The menus offered are diverse, such as fried chicken, burgers, potatoes, rice, to special menus tailored to local tastes. KFC is known for its consistent flavors, fast service, and ever-evolving menu innovations.

	Tahun yang berakhir pada tanggal 31 Desember/ Year ended December 31,		
	2023	Catatan/ Notes	2022
PENDAPATAN	5.935.004.692	2r,25	5.857.474.313

Based on KFC's *financial report*, the company's revenue in 2022, which was before KFC used *TikTok Shop* as a sales and promotion channel, was recorded at **Rp. 5,857,474,313**. In 2023, after KFC began utilizing *TikTok Shop* as part of its digital marketing strategy, the company's revenue increased to **Rp. 5,935,004,692**. The increase in revenue shows an increase in consumer purchases compared to the previous year. The presence of *TikTok Shop* in 2023 contributes to increased revenue through the integration of content-based promotions and ease of digital transactions. KFC offers various discount promotions in the form of *vouchers* through *TikTok Shop* that are able to attract consumers' attention, encourage buying interest, and increase purchase frequency. In addition, *TikTok Shop's* wide audience reach and interactive platform characteristics allow KFC to reach a larger segment of consumers, thus having an impact on increasing sales volume. Thus, a comparison of revenue in 2022 and 2023 based on KFC's *financial report* shows that the use of *TikTok Shop* plays a role in encouraging an increase in company revenue.

Therefore, this study was conducted to find out whether promotions on *TikTok Shop* and the effectiveness of non-cash transactions through *TikTok Shop* really affect the increase in KFC consumer purchases in Jakarta. By understanding these influences, it is hoped that this research can provide input for companies in determining more effective digital marketing strategies.

1.1. Problem Formulation

Based on the above background, the formulation of the problem in this study is:

1. Does promotion have an effect on increasing KFC consumer purchases in Jakarta through *TikTok Shop*?
2. Does the effectiveness of non-cash transactions affect the increase in KFC consumer purchases in Jakarta through *TikTok Shop*?

1.2. Research Limitations

Based on the formulation of the problem that has been described earlier, in order for the research to be more directed and focused, the limitations of this research are as follows:

1. The research was only focused on KFC consumers who made purchases through *TikTok Shop*.
2. The research location is limited to the Jakarta area.
3. The research was only focused on the discount *voucher* section as a form of promotion on *TikTok Shop*.

1.3. Research Objectives

This research has the following objectives:

1. To find out the influence of promotion on the increase in KFC consumer purchases in Jakarta through *TikTok Shop*.

2. To find out the effect of the effectiveness of non-cash transactions on the increase in KFC consumer purchases in Jakarta through *TikTok Shop*.

1.4. Research Benefits

This research is expected to provide several benefits, both theoretically and practically, as follows:

A. Theoretical Benefits

The results of this research are expected to add insight and enrich the study of science in the field of marketing management, especially those related to promotional strategies through *e-commerce platforms* such as *TikTok Shop*. In addition, this study can be a reference for future research that discusses the influence of discount voucher-based promotions and the effectiveness of non-cash transactions on consumer purchasing behavior.

B. Practical Benefits

➤ For KFC Company

This research can provide recommendations for more effective promotional strategies in increasing sales through *TikTok Shop*, especially by optimally utilizing *discount vouchers* to attract consumers and the effectiveness of non-cash transactions on *TikTok Shop* to maintain consumer buying interest.

➤ For Other Business Actors

The results of this research can be a reference in designing targeted digital promotion strategies, especially in utilizing *e-commerce* to increase sales of food and beverage products.

2. LITERATURE REVIEW

2.1. Theoretical Foundations

2.1.1. Promotions

A. Definition of Promotion

Promotions are part of the marketing mix that serves to inform, persuade, and remind consumers to purchase products or services. Promotions can also be seen as short-term incentives provided by companies to speed up or increase purchase volume. According to Syafarudin (2020), promotion is a form of communication between sellers and buyers that can change the attitude and behavior of buyers who initially do not know the product to get to know, and buyers can still remember the product.

In this study, digital promotion through *the e-commerce platform*, namely *TikTok Shop*, is more focused on discount vouchers. A study in Indonesia; Novia, Wife, Ni Gusti, Desak Putu (2024) concluded that "discount vouchers on e-commerce applications have a significant effect on public attractiveness". For example, in *e-commerce platforms*, promotional strategies in the form of *vouchers* or discounts can encourage the use of online shopping applications.

B. Promotional Indicators

According to Syahputra & Herman (2020), here are some indicators of promotion, namely:

- **Promotional Messages:** promotional messages become the benchmark of a promotion.
- **How well the promotional message is conveyed to consumers.**
- **Promotional Media:** media that is suitable for use by companies as promotional media.
- **Promotion Time:** the time the promotion airs and how long the company runs the promotional program.
- **Promotion Frequency:** how many sales promotions are carried out at a time by the company.

2.1.2. Discount Vouchers

A. Definition of Discount Voucher

The term *discount voucher* consists of two words, namely *voucher* and *discount*. According to the Cambridge Dictionary (2022), a *voucher* is a written proof or electronic document that can be used as a means of payment or to get a discount on a product or service. In other words, *vouchers* are evidence that gives the holder the right to obtain goods or services at a lower price or for free.

Meanwhile, according to the Cambridge Dictionary (2022), a *discount* is a reduction in the price from usual (from the original price). Discounts are usually given in the form of a certain percentage or nominal amount to the selling price of the product.

Based on the meaning of these two terms, *discount vouchers can be defined as coupons, codes, or digital documents given by business actors to consumers, which function to obtain discounts when making purchase transactions*. Thus, in the context of this study, promotions in the form of vouchers/discounts can be interpreted as a marketing mechanism that provides added value or benefits in the form of discounts or special incentives to consumers to encourage purchases and customer loyalty.

The research "*The Influence of Discounts, Free Shipping, and Digital Advertising on Consumer Behavior in Online Shopping in East Jakarta*" shows that discounts are the most influential promotional factor compared to

free shipping and digital advertising in encouraging online purchasing behavior. Meanwhile, **Tarmizi, Roslina, and Husna (2024, pp. 1140–1146)** stated that framing or the way discounts are presented greatly affects *purchase intention*, because the perception of the amount of discounts can increase consumers' sense of urgency to buy.

B. Discount Voucher Indicator

According to **Nugroho et al. (2025) and Tarmizi et al. (2024)**, the indicators used to measure the effectiveness of discount *vouchers* include:

The size of the discount: indicates the extent to which the value of the discount provided attracts consumers to buy the product.

Voucher validity period: describes the validity period of *the voucher* before its expiry.

Effectiveness of use: the extent to which consumers can access and use *vouchers* without experiencing technical difficulties.

Promotional appeal and presentation of discounts: the level of interest of consumers in the promotions offered through the *voucher*.

Perceived benefits by consumers.

2.1.3. Effectiveness of Non-Cash Transactions

A. Definition of Non-Cash Transaction Effectiveness

Transaction effectiveness is basically the user's perception that a transaction system or tool does not require much time/effort/cost, so that users feel comfortable.

In general, a transaction means an exchange of goods/services with payment or fulfillment of obligations between the parties involved. In the context of a payment system, a transaction can be defined as a "payment activity" carried out by a user, such as the purchase of goods/services, transfers, or bill payments.

Non-cash transactions or non-cash payment systems are payments made without using physical money (paper / metal currency) as the main medium of exchange. Non-cash payment transactions refer to the use of payment instruments other than physical money, such as digital wallets (*e-wallets*), bank transfers, QRIS, credit/debit cards, and others. In the digital era, *ease of use* and *perceived usefulness* are key factors in the adoption of cashless payments. For example, in the context of *e-wallet* applications, studies show that "*ease of use*" affects usage interest.

Purwaningias, et.al (2020) stated that effectiveness in non-cash transactions is a payment system that provides tools for payment for services or goods such as using *e-payment*, *e-money* and *e-banking*. Thus, the effectiveness of non-cash transactions is the perception or condition that users can make transactions that do not use physical money (non-cash) quickly, easily, without much effort, safely and conveniently.

B. Non-Cash Transaction Effectiveness Indicators

Based on research and literature, here are some key indicators that can be used to measure the effectiveness of non-cash transactions:

- **Clarity and effectiveness of understanding:** the non-cash system is clearly how to use, not confusing new users. (*Clear & Understandable*).
- **Minimal mental effort:** users don't have to think or perform many complex steps to complete transactions. (*Does not require a lot of mental effort*).
- **Operational effectiveness:** users can use the system easily, user-friendly interface, simple procedures. (*Easy to use*).
- **The system's ability to do what users want:** users can easily execute transactions as they need without a hitch. (*Easy to get system to do what he/she wants*).
- **Speed and efficiency:** non-cash transactions are fast, do not take long (e.g. no need to count change, ATM queue).
- **Flexibility and accessibility:** users can make transactions anytime, anywhere, through their devices (smartphones, cards), including via *e-wallets*, QR Codes.
- **Security and security:** although not directly "effectiveness", security affects the perception of effectiveness because if users feel safe, they find it easier to use.

2.1.4. TikTok Shop

A. Definition of TikTok Shop

TikTok Shop is a *social commerce* feature developed by the TikTok social media platform, where users can carry out buying and selling activities directly in the application. Through this feature, users can not only watch short video content, but can also make purchase transactions without having to leave the app. According to **Diah and Zuhrial (2023, p. 24)** in the Scientific Journal of Management, Business and Entrepreneurship, *TikTok Shop* is one of the most popular apps in the world and allows its users to create videos with music dissertations, filters, and various other interesting elements.



Thus, *TikTok Shop* can be interpreted as a social media-based online shopping platform that integrates entertainment content, interactive promotions, and buying and selling transaction features in one application. *TikTok Shop* provides a fun, practical, and able shopping experience to foster social connections between sellers and buyers in real time. The advantage lies in the combination of *live streaming*, creative content, providing discount *vouchers* to consumers, and access effectiveness that encourages consumer engagement and purchase decisions so that it can encourage increased buying interest and customer loyalty.

B. TikTok Shop Indicator

There are several indicators that are often used to measure the effectiveness and influence of *TikTok Shop* on consumer purchasing behavior that drives increased purchases. These indicators can be grouped as follows:

- **Effectiveness of shopping access:** the effectiveness of users in finding, selecting, and buying products through the TikTok application. Umarni et al. (2025) stated that the accessibility and effectiveness of navigation on *TikTok Shop* have a positive impact on buying interest because they can watch, search for products, and can make purchases without having to leave the app. (Sinomics Journal, 2025).
- **Interactive and user engagement:** the level of consumer participation in watching promotional videos, commenting, and participating in live shopping activities.
- **Trust in the platform:** the user's confidence in the security of transactions and the authenticity of the products sold.
- **Shopping convenience:** the extent to which users feel comfortable, fast, and efficient in making transactions on *TikTok Shop*.
- **Quality of promotional content:** the level of appeal of video content and product reviews that can influence consumer buying interest.

2.1.5. Increased Purchases

A. Definition of Increased Purchases

According to Dao and Quang (2025, pp. 1–6), the increase in purchases is the result of a combination of various digital marketing factors such as promotion, trust, and consumer interaction with *live commerce content*. Tarmizi et al. (2024) explained that increased purchases occur when consumers show positive changes in purchase intentions and frequency due to discount strategies and brand reputation.

Based on this opinion, increased purchases can be interpreted as a situation in which consumers show an increase in making purchase transactions both in terms of quantity, value, and frequency in response to an effective marketing strategy. This increase is the result of the effectiveness of marketing strategies such as promotions, discounts, or service enhancements offered by the company.

B. Purchase Increase Indicators

According to Tarmizi et al. (2024) and Dao & Quang (2025), indicators of increased purchases include:

Number of purchases: an increase in the total units of products purchased by consumers.

Repurchase frequency.

Purchase value: the average increase in the value of transactions or consumer spending in each purchase.

Changes in purchasing behavior: increased speed and impulsivity in making purchasing decisions.

Satisfaction with the purchase.

2.1.6. Relationships Between Variables

The research "*The Influence of Discounts, Free Shipping, and Digital Advertising on Consumer Behavior in Online Shopping in East Jakarta*" shows that among promotional factors, discounts have the highest influence on online consumer purchasing behavior.

Discount vouchers and *TikTok Shop* have a mutually supportive relationship in driving increased consumer purchases. *Discount vouchers* serve as a form of price promotion that provides a direct incentive for consumers to shop, while *TikTok Shop* provides interactive digital media that facilitates the purchase process.

According to Ariffin et al. (2024) and Zhou & Huang (2024), discount-based promotions distributed through interactive platforms such as *TikTok Shop* are able to increase buying interest because consumers gain economic benefits as well as an interactive shopping experience. Dao & Quang (2025, pp. 1–6) found that the combination of live content, KOL influence, and promotional programs had a significant impact on purchase intent and purchase decisions.

The combination of promotional strategies (*discount vouchers*) and interactive digital platforms (*TikTok Shop*) has proven effective in increasing purchase decisions and frequency. This is because consumers tend to be more

interested in transacting when promotions are packaged in live content, the influence of KOLs, and promotional programs have a significant impact on purchase intent and purchase decisions.

The effectiveness of non-cash payment transactions has direct implications for consumer purchasing behavior. The easier it is for users to make payments, the lower the *barriers* in the purchase process, thus increasing the probability of purchase. Fast, secure, and *frictionless payments* can increase consumer satisfaction and speed up purchase decisions. The combination of promotions (*vouchers/discounts*) with the effectiveness of non-cash transactions will strengthen the promotional effect because consumers are not only given price incentives but also effectiveness in realizing purchases.

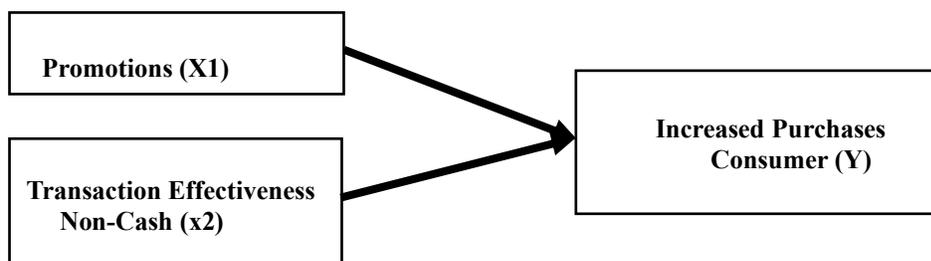
2.2. Frame of Mind

The increase in consumer purchases does not happen suddenly, but there are stimulus that affects the increase in purchases of a company. One of the factors that can affect the increase in purchases is promotion. One of the digital platforms that acts as an intermediary between consumers and companies for purchase transactions is *TikTok Shop*. According to **Diah and Zuhrinal (2023, p. 24)** in the Scientific Journal of Management, Business and Entrepreneurship, *TikTok Shop* is one of the most popular apps in the world and allows its users to create videos with music dissertations, filters, and various other interesting elements. *TikTok Shop* also provides benefits to consumers through providing discount *vouchers* as a form of promotion that is popular with the public, which is expected to affect the level of consumer purchases of a product.

In addition, the implementation of non-cash transactions has also been widely available on digital platforms. Non-cash transactions offer effectiveness, speed, and security in transactions without the need to use physical money. On platforms like *TikTok Shop*, effective cashless transactions play a big role in supporting impulsive behavior and instant *purchases*. Consumers who are interested in products in video content can instantly make in-app purchases without leaving the platform. One of the companies that uses *the TikTok Shop* platform as a promotional and sales medium is KFC.

Some previous studies have also corroborated this relationship. **Rizka Salsabila, Nurul Azizah, & Ardianingtyas (2024)** found that price discounts and free shipping have a significant effect on purchase intent on *TikTok Shop*. In addition, based on research by **Reza (2023)**, he found that non-cash payment facilities had a significant positive effect on purchase decisions.

Therefore, this study formulates a framework of thought that the promotion and effectiveness of non-cash transactions have a positive effect on the increase in KFC consumer purchases in Jakarta through *TikTok Shop*, as shown in the following chart:



2.3. Research Hypothesis

Based on the theoretical foundation and framework of thought above, the hypotheses proposed in this study are:

H1: Promotions have a positive effect on increasing KFC consumer purchases in Jakarta through *TikTok Shop*.

H2: The effectiveness of Non-Cash Transactions has a positive effect on the increase in KFC consumer purchases in Jakarta through *TikTok Shop*.

3. RESEARCH METHODS

3.1. Research Object

Objects are an important part of research that refers to everything that the researcher wants to study, analyze, or solve. Objects can be specific phenomena, behaviors, processes, or data that support the research objectives. In the context of research, objects provide focus and direction so that researchers can gather relevant information and become targets to get answers or solutions to problems that occur.

The object of this research is the increase in consumer purchases. Meanwhile, the subject of this study is KFC consumers in Jakarta. The subject was chosen because it is attached to a phenomenon or problem that needs to be researched.



3.2. Research Design

This study uses a quantitative approach with a causal associative method. The quantitative approach is used because this study aims to measure the relationship between two independent variables, namely promotion (X1) and the effectiveness of non-cash transactions (X2), to the bound variable, namely the increase in consumer purchases (Y).

3.3. Research Variables

In a study, variables are also called factors or aspects that can be measured, observed, or manipulated. Variables can affect the results of the research conducted. In a simpler context, variables With research variables, researchers can develop a clear frame of mind, formulate the right hypothesis, and determine the appropriate data collection method.

3.3.1. Independent Variables

A. Promotions (X1)

Promotion is all forms of marketing activities carried out by KFC through the *TikTok Shop platform* with the aim of attracting the attention and interest of consumers to make purchases. The form of promotion carried out can be in the form of giving discounts, coupons, *flash sale programs*, *live commerce*, advertising videos, or collaborations with influencers. Promotions that are interesting, informative, and carried out regularly can increase consumer interest and buying interest in KFC products on *TikTok Shop*. Indicators of promotional variables include:

- Message promotions.
- How well the promotional message is conveyed to consumers.
- Promotional media.
- Promotion time.
- Frequency of Promotion.

B. Non-Cash Transaction Effectiveness (X2)

The effectiveness of non-cash transactions is the level of convenience, speed, and security felt by consumers in making digital payments when buying KFC products through *TikTok Shop*. This effectiveness can come from the availability of various payment methods such as *e-wallets*, bank transfers, and *virtual accounts* that are easy to use and quick to process. In addition, a secure payment system and a simple application interface also play a role in increasing consumer satisfaction and convenience in transactions. Indicators of the non-cash transaction effectiveness variables include:

- Clarity and effectiveness of understanding.
- Minimal mental effort.
- Operational effectiveness.
- The ability of the system to do what the user wants.
- Speed and efficiency.
- Flexibility and accessibility.
- Security and a sense of security.

3.3.2. Variable Dependency

A. Increase in Consumer Purchases (Y)

The increase in consumer purchases is a change in consumer behavior as shown through an increase in the frequency, number, and value of KFC product purchase transactions on *TikTok Shop* after the influence of promotions and the effectiveness of non-cash transactions. Increased purchases can also be interpreted as the tendency of consumers to make repeated purchases and have the intention to buy again after feeling satisfaction with the transaction process and promotions offered. Indicators of the variable increase in consumer purchases include:

- The amount of purchases.
- Repurchase frequency.
- Purchase value.
- Changes in purchasing behavior.
- Satisfaction with the purchase.

Thus, this study examines the influence of two independent variables, namely Promotion (X₁) and Non-Cash Transaction Effectiveness (X₂) on the dependent variable, namely Increase in Consumer Purchases (Y). Through the identification of these variables, the researcher seeks to understand the extent to which promotional strategies and digital payment systems can contribute to increasing sales of KFC products in Jakarta through *TikTok Shop* in 2025.

3.4. Sampling Techniques

The sampling technique in this study uses *the non-probability sampling* technique, which refers to the *purposive sampling method*, where the sample will be deliberately selected according to certain criteria because it is considered the most able to provide information relevant to the research purpose. The selected sample criteria are:

- Domiciled in Jakarta, especially North Jakarta.
- Have you ever shopped for KFC on *TikTok Shop*, it falls into the category sometimes (3 – 5 times) or often (more than 5 times).

With this technique, it is hoped that the data obtained will really come from respondents who are in accordance with the research context and are able to provide accurate information regarding the influence of promotions and the effectiveness of non-cash transactions on the increase in KFC consumer purchases on *TikTok Shop*.

3.5. Data Collection Techniques

Data collection techniques are an elaboration of how researchers obtain data, explain the data needed, and how the data collection techniques are carried out.

In this study, the data collection technique used was communication through questionnaire instruments. The questionnaire is a list of written questions that are systematically compiled and given to respondents to obtain information related to the research variables, namely promotion, effectiveness of non-cash transactions, and increased purchases, and *TikTok Shop*.

The questionnaire is distributed online through *Google Form* to KFC consumers who make purchases through *TikTok Shop*. The data taken were primary data related to respondents, namely age range and gender. In addition, the data taken also related to research variables, namely related to promotion, the effectiveness of non-cash transactions on *TikTok Shop*, and the increase in KFC consumer purchases through *TikTok Shop*. The scale used in the questionnaire instrument for this study is a likert scale with points of 1-5

Remarks	Points
Strongly disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly agree	5

3.6. Data Analysis Techniques

Data analysis techniques are the process of processing, interpreting, and testing data that has been collected in order to produce conclusions that are in accordance with the research objectives. In this study, data analysis was carried out using the help of the SPSS (*Statistical Package for the Social Sciences*) program to facilitate the statistical calculation process. The data analysis techniques used were descriptive analysis and inferential analysis, namely multiple linear regression analysis and T test.

3.6.1. Descriptive Analysis

Descriptive analysis was used to provide an overview of the characteristics of respondents and their responses to the research variables. This analysis helps researchers understand how respondents perceive each indicator in the questionnaire. In this study, descriptive analysis was carried out by calculating the mean value of the respondents' answers.

Formula:

$$\bar{X} = \frac{\sum(fi \cdot Xi)}{\sum fi}$$

Description:

\bar{X} = Average value

f_i = Frequency (number of respondents who chose the i th category)

X_i = Score of the i -i category

Interpretation of mean values:

1,00 – 1,79	Very low
1,80 – 2,59	Low
2,60 – 3,39	Enough
3,40 – 4,19	Height
4,20 – 5,00	Very high



3.6.2. Inferential Analysis

Inferential analysis allows researchers to test hypotheses, determine whether there are relationships or differences between variables, and predict data trends. Commonly used methods include t-test, ANOVA, regression, correlation, and chi-square. With inferential analysis, research findings become more credible and applicable more broadly, rather than just limited to observed data. In this study, inferential analysis was carried out by multiple linear regression analysis methods and t-tests.

3.6.3. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the influence of two or more independent variables on one dependent variable. In this study, it was used to measure the effect of Promotion (X_1) and Non-Cash Transaction Effectiveness (X_2) on the Increase in Consumer Purchases (Y).

Formula:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + E$$

Description:

Y = Dependent variable (Increase in Consumer Purchases)

α = constant

β = Regression coefficients

X_1 = Promotion

X_2 = Non-Cash Transaction Effectiveness

ϵ = residual

Operative Hypothesis:

$$H_0 : \beta_1 = 0 \quad H_0 : \beta_2 = 0$$

$$H_a : \beta_1 > 0 \quad H_a : \beta_2 > 0$$

3.6.4. T Test

According to Sahir (2021), the partial test or T test is a test of the partial regression coefficient, to determine the partial significance or each independent variable to the bound variable. In this case, this test is to see if the variables Promotion (X_1) and Non-Cash Transaction Effectiveness (X_2) have a significant effect on the Increase in Consumer Purchases (Y) separately.

Formula:

$$T = \frac{b_i}{S_{b_i}}$$

Description:

T = T test value

b_i = Regression coefficient of the i th variable

S_{b_i} = Standard error of regression coefficients

The hypotheses used in this test are:

- If T calculates $> T$ table or $\text{Sig} < 0.05$, then the variable X is proven to have a significant effect on Y .
- If T calculates $\leq T$ table or $\text{Sig} > 0.05$, then variable X is not shown to have a significant effect on Y .

3.6.5. Validity Test

According to Pakpahan (2020), validity testing is a process to ensure that each question item in the questionnaire is really able to measure what should be measured. In other words, the validity test serves to assess the extent to which the research instrument has accuracy in measuring the variables being studied.

In general, validity indicates the extent to which the data obtained from the measurement results reflect the actual conditions in the field. A valid questionnaire means that each statement is relevant and can accurately describe the constructs (variables) of the research.

In this study, the validity test was carried out using the Pearson Product Moment correlation between the score of each question item and the total variable score.

The test standards used are:

- Number of respondents (n) = 30
- Significance level (α) = 5% or 0.05

- Table r value = 0.361

Test criteria:

- If r calculates (r test) $>$ r table (0.361) \rightarrow then the statement item is declared valid, meaning that the question item actually measures the variable in question.
- If r calculates (r test) \leq r table (0.361) \rightarrow then the statement item is declared invalid, meaning that the question item does not measure the research variable.

Thus, only valid question items will be used in the next stage of analysis, while invalid ones will be eliminated from the research questionnaire.

3.6.6. Reliability Test

According to **Pakpahan (2020)**, a reliability test is a testing process to find out the extent to which a measuring instrument (questionnaire) can provide consistent and stable results when used repeatedly under the same conditions.

In general, the instrument is said to be reliable if the respondent's answers to the questions show relatively fixed results and do not change significantly over time. Thus, the higher the level of reliability of an instrument, the more reliable the measurement results are.

In this study, reliability testing was carried out using *the Cronbach's Alpha* method with the help of the SPSS program. *Cronbach's Alpha* value indicates how strong the relationship between question items is in a single variable. The basis for decision-making in the reliability test is:

- If *Cronbach's Alpha* value $>$ 0.70, then the variable is declared reliable.
- If *Cronbach's Alpha* value $<$ 0.70, then the variable is declared unreliable.

3.6.7. Classic Assumption Test

A. Normality Test

The normality test is one part of the data analysis requirements test or the classical assumption test, meaning that before we do statistical analysis for the hypothesis test, in this case regression analysis, the research data must be tested for the normality of the distribution. Of course, we also know that good data is data that is distributed normally.

- If the significance value (Sig.) $>$ 0.05, then the research data is normally distributed.
- If the significance value (Sig.) $<$ 0.05, then the research data is not normally distributed.

B. Multicollinearity Test

The multicollinearity test is part of the classical assumption test (normality and heteroscedasticity) in multiple linear regression analysis. The purpose of using the multicollinearity test in the study is to test whether the regression model finds a correlation (strong relationship) between independent variables or independent variables. A good regression model should not have correlations between independent variables or no symptoms of multicollinearity.

As we know, every statistical test carried out must have a basis for decision-making. The basis for decision-making in the multicollinearity test with Tolerance and VIF is as follows:

Guidelines for Decisions Based on Tolerance Values:

- If the Tolerance value $>$ 0.10, it means that there is no multicollinearity in the regression model.
- If the Tolerance value $<$ 0.10, it means that multicollinearity occurs in the regression model.

Decision Guidelines Based on VIF (Variance Inflation Factor) Value:

- If the VIF value $<$ 10.00, it means that there is no multicollinearity in the regression model.
- If the VIF value $>$ 10.00, it means that multicollinearity occurs in the regression model

C. Heteroscedasticity Test

The heteroscedasticity test is part of the classical assumption test in regression analysis which aims to test whether in the regression model there is an inequality of variance (variance) from the residual value of one observation to another. If the variance from the residual value of one observation to another observation is fixed, then it is called homoscedasticity, but if the variance from the residual value of one observation to another observation is different, it is called heteroscedasticity.

As we all know, every test in statistics must have a basis for decision-making. The basis of decision-making is useful as a guideline or reference in determining a conclusion or decision on the results of the analysis that has been carried out. The basis for decision-making in the heteroscedasticity test using the glycer test is as follows:

- If the significance value (Sig.) $>$ 0.05, then the conclusion is that there are no symptoms of heteroscedasticity in the regression model.



- If the significance value (Sig.) < 0.05, then the conclusion is that there are symptoms of heteroscedasticity in the regression model.

4. RESULTS OF ANALYSIS AND DISCUSSION

4.1. Instrument Test Results

4.1.1. Validity Test

The validity test in this study was carried out using the SPSS program on the data from the distribution of questionnaires to 30 respondents as a research sample, so that the number of samples (n) was 30 and the degree of freedom (df) was 28 obtained from the calculation $n - 2$. Validity testing is carried out by comparing the value of the correlation coefficient of the calculation result (r calculated) with the value r of the table at a set significance level, where an item of a statement is declared valid if the value r of the calculation is greater than the r of the table. Based on the calculations, the following results were obtained:

A. Promotion Variable (X1)

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	17.80	4.028	.487	.714
P2	17.87	3.568	.559	.686
P3	17.80	3.683	.506	.706
P4	18.07	3.168	.604	.668
P5	17.80	4.166	.420	.734

Decision-making of items is said to be valid if the item has a calculated r-value greater than 0.361. Based on the table above, it can be seen that the instrument in the promotion variable has a number of 5 questions and it can be concluded that all of the question items are valid.

B. Non-Cash Transaction Effectiveness Variable (X2)

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	22.70	7.252	.737	.833
P2	22.77	7.426	.626	.852
P3	22.60	7.490	.602	.857
P4	22.53	7.430	.697	.840
P5	22.67	7.540	.644	.849
P6	22.57	7.426	.690	.841

Based on the table above, it can be seen that the instrument in the non-cash transaction effectiveness variable has a number of 6 questions. It can be concluded that all question items pass the selection or in other words all question items are declared valid because all of these items have a calculated r greater than 0.361.

C. Purchase Increase Variable (Y)

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	17.73	5.030	.673	.723
P2	17.70	4.769	.566	.749
P3	17.57	5.564	.440	.786
P4	17.63	5.137	.608	.740
P5	17.77	3.978	.619	.743

Based on the table above, it can be seen that the instrument in the purchase increase variable has a number of questions as many as 5 items. It can be concluded that all question items pass the selection or in other words all question items are declared valid because all of these items have a calculated r greater than 0.361.

4.1.2. Reliability Test

In SPSS software, to measure reliability, namely by *Cronbach's Alpha statistical test*. Based on calculations with the SPSS program, the following results were obtained:

A. Promotion Variable (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.748	5

Based on the table above, it is known that *Cronbach's Alpha* value for the promotion variable (X1) is 0.748 where the number is greater than 0.70. It can be concluded that all questions on the promotional variable instrument (X1) are reliable.

B. Non-Cash Transaction Effectiveness Variable (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.868	6

Based on the table above, it is known that *Cronbach's Alpha* value for the non-cash transaction effectiveness variable (X2) is 0.868 where the number is greater than 0.70. It can be concluded that all questions on the non-cash transaction effectiveness variable instrument (X2) have been reliable.

C. Purchase Increase Variable (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.789	5

Based on the table above, it is known that *Cronbach's Alpha* value for the purchase increase variable (Y) is 0.789 where this number is greater than 0.70. It can be concluded that all question items on the purchase increase variable instrument (Y) have been reliable.

4.1.3. Descriptive Analysis

The descriptive analysis in this study includes *means*, *minimums*, and *maximums* used to determine the variety of existing data.

A. Promotion Variable (X1)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	100	3	5	4.21	.715
X1.2	100	2	5	4.31	.787
X1.3	100	2	5	4.36	.746
X1.4	100	2	5	4.27	.763
X1.5	100	3	5	4.35	.716
Valid N (listwise)	100				

Based on the table above, it can be calculated that the average value of the promotion variable (X1) from 100 respondent responses is 4.3 (the average total value divided by 5). Based on the average value, the promotional variable (X1) is in the very high range, so it can be concluded that KFC customers strongly agree with all indicators. And the highest average score was obtained on the X1.3 indicator with the statement "The bigger the voucher discount, the higher my interest in shopping on *TikTok Shop*".

B. Non-Cash Transaction Effectiveness Variable (X2)



Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	100	2	5	4.50	.595
X2.2	100	2	5	4.46	.758
X2.3	100	2	5	4.56	.641
X2.4	100	3	5	4.66	.536
X2.5	100	3	5	4.67	.514
X2.6	100	2	5	4.58	.654
Valid N (listwise)	100				

Based on the table above, it can be calculated that the average value of the non-cash transaction effectiveness variable (X2) from 100 respondent responses is 4.57 (the average total value divided by 6). Based on the average value, the non-cash transaction effectiveness variable (X2) is in a very high range, so it can be concluded that KFC customers strongly agree with all indicators. And the highest average score was obtained on the X2.5 indicator with the statement "*TikTok Shop* provides a wide selection of non-cash payment methods".

C. Purchase Increase Variable (Y)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y.1	100	2	5	4.33	.805
Y.2	100	2	5	4.26	.836
Y.3	100	2	5	4.27	.763
Y.4	100	2	5	4.26	.774
Y.5	100	2	5	4.31	.761
Valid N (listwise)	100				

Based on the table above, it can be calculated that the average value of the purchase increase variable (Y) from 100 respondent responses is 4.3 (the average total value divided by 5). Based on the average value, the purchase increase variable (Y) is in a very high range, so it can be concluded that KFC customers strongly agree with all indicators. And the highest average score was obtained on the Y.1 indicator with the statement "I bought more KFC products after seeing the promotion and with the presence of non-cash transactions on *TikTok Shop*".

4.1.4. Classic Assumption Test

A. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.37687805
Most Extreme Differences	Absolute	.060
	Positive	.054
	Negative	-.060
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on the table above, it can be seen that the significance value (*2-tailed*) is 0.2 and the number is greater than 0.05. So it can be concluded that the data is distributed normally.

B. Multicollinearity Test

Based on calculations with the SPSS program, the following results were obtained:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.210	.578		2.094	.039		
	PROMOSI	.486	.107	.406	4.529	.000	.984	1.016
	EFEKTIVITAS_TRANSAKSI_NONTUNAI	.215	.089	.216	2.413	.018	.984	1.016

a. Dependent Variable: PENINGKATAN_PEMBELIAN

If the VIF value is less than 10, then it indicates that multicollinearity does not occur. The following are the results of the multicollinearity test on the independent variable:

- 1.) In the promotion variable (X1), it can be known that the VIF value is 1.016. This shows that the promotion variable (X1) is free of multicollinearity.
- 2.) In the variable of non-cash transaction effectiveness (X2), the VIF value of 1.016 can be known. This shows that the variable effectiveness of non-cash transactions (X2) is free of multicollinearity.

C. Heterokedasticity Test

Based on calculations with the SPSS program, the following results were obtained:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.210	.578		2.094	.039		
	PROMOSI	.486	.107	.406	4.529	.000	.984	1.016
	EFEKTIVITAS_TRANSAKSI_NONTUNAI	.215	.089	.216	2.413	.018	.984	1.016

a. Dependent Variable: PENINGKATAN_PEMBELIAN

Based on these data, it can be seen that there are no symptoms of heterokedasticity in this regression model which is described as follows:

- 1.) The significance value of the promotion variable (X1), which is 0.631. In this case, the significance value is greater than 0.05. Thus, it can be concluded that there are no symptoms of heterokedasticity in the X1 variable.
- 2.) The significance value of the non-cash transaction effectiveness variable (X2), which is 0.592. In this case, the significance value is greater than 0.05. Thus, it can be concluded that there are no symptoms of heterokedasticity in the X2 variable.

4.2. Regression Model Estimation and T-Test

Multiple linear regression analysis is a test conducted to determine the relationship between several X variables and Y variables expressed through multiple regression models. Based on calculations with the SPSS program, the following results were obtained:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.210	.578		2.094	.039		
	PROMOSI	.486	.107	.406	4.529	.000	.984	1.016
	EFEKTIVITAS_TRANSAKSI_NONTUNAI	.215	.089	.216	2.413	.018	.984	1.016

a. Dependent Variable: PENINGKATAN_PEMBELIAN



Based on the above results, the estimation of the double linear regression model is as follows:

$$\hat{y} = 1,210 + 0,486x_1 + 0,215x_2$$

Description:

Y = Increase in Purchases

a = Constant (1.210)

b1 = Promotion Coefficient (0.486)

b2 = Non-Cash Transaction Effectiveness Coefficient (0.215)

X1 = Promotion

X2 = Non-Cash Transaction Effectiveness

The results are then concluded to:

- 1.) The constant value obtained is 1.210 which indicates that if the promotion variable and the effectiveness of non-cash transactions are zero, then the increase in purchases is 1.210.
- 2.) The significance value of the Promotion variable is $0.000... < 0.05$ which means minus Ho, this shows that promotions have a positive effect on the increase in purchases, meaning that every increase in promotion by 1000 units will increase the value of the increase in consumer purchases by 486 units.
- 3.) The significance value of the Non-Cash Transaction Effectiveness variable is $0.009 > 0.05$ which means minus Ho, it shows that the effectiveness of non-cash transactions has a positive effect on the increase in purchases, meaning that every increase in the effectiveness of non-cash transactions by 1000 units will be followed by an increase in consumer purchases by 215 units.

4.3. Discussion

4.3.1. The Effect of Promotions on Increased Purchases

Based on the results of the research that has been conducted, it is known that promotion has a positive and significant effect on increasing consumer purchases so that hypothesis 1 is accepted. This research shows that if KFC promotions on *TikTok Shop* are more attractive, it will have a high impact on increasing consumer purchases.

Based on the results of multiple linear regression analysis, a t-value of 4.529 and a significance value of 0.000 were produced... which means minus Ho which shows that KFC promotions on *TikTok Shop* (X1) have been proven to have a positive and significant effect on increasing KFC consumer purchases (Y).

4.3.2. The Effect of Non-Cash Transaction Effectiveness on Increased Purchases

Based on the results of the research that has been conducted, it is known that the effectiveness of non-cash transactions on *TikTok Shop*.

5. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the research that has been carried out in the description that has been explained in the previous chapter, it can be concluded as follows:

- 1.) KFC promotion on *TikTok Shop* (X1) has a positive and significant effect on increasing KFC consumer purchases (Y), so hypothesis 1 is accepted.
- 2.) The effectiveness of Non-Cash Transactions on *TikTok Shop* (X2) has a positive and significant effect on the increase in KFC consumer purchases (Y), so hypothesis 2 is accepted.

5.2. Suggestions

Based on the results of the research that has been described in the previous chapter, there are several suggestions that can be conveyed to several parties as follows:

➤ Advice for KFC

Based on the results of research that shows that KFC promotion on *TikTok Shop* and the effectiveness of non-cash transactions have a positive and significant effect on increasing consumer purchases, it is recommended that KFC continue to optimize its digital promotion strategy on *TikTok Shop*, especially through creative, interactive, and relevant content to the target market. In addition, KFC also needs to improve the convenience, speed, and security of non-cash

transaction systems, such as the integration of digital payment methods and certain payment promos, to encourage consumer convenience, increase the frequency of purchases and the effectiveness of non-cash transactions.

➤ Suggestions for future researchers

For the next researcher, it is recommended to add other variables that have the potential to affect the increase in purchases, so as to be able to increase readers' knowledge. In addition, the researcher can then compare several other e-commerce or social commerce platforms to find out the difference in the influence of promotions and non-cash transaction systems on the increase in purchases from other e-commerce platforms.

BIBLIOGRAPHY

- [1] Afrizal, A., & Fitriyani, F. (2025). *Use of cashless payment and implications for impulsive buying in e-commerce*. Journal of Digital Business and Consumer Behavior, 4(1), 15–28.
- [2] Ariffin, S., Rahman, A., & Zulkifli, N. (2024). *Discount-based promotion in interactive commerce platforms and its impact on purchase intention*. International Journal of Marketing Studies, 16(2), 45–58.
- [3] Cambridge Dictionary. (2022). *Voucher*. Cambridge University Press. Cambridge Dictionary. (2022). *Discount*. Cambridge University Press.
- [4] Dao, T. M., & Quang, N. H. (2025). *Live commerce, trust, and digital promotion effects on purchase intention*. Journal of E-Commerce Research, 21(1), 1–6.
- [5] Diah, P., & Zuhrial, Z. (2023). The influence of TikTok social media on digital consumption behavior. *Scientific Journal of Management, Business and Entrepreneurship*, 3(1), 20–30.
- [6] Fadilla, R. (2022). *Consumer preference towards the use of the QRIS cashless payment system: A case study in Tegal City*. Journal of Digital Economics and Business, 5(2), 88–102.
- [7] Kentucky Fried Chicken. (2023). *Financial report of KFC Indonesia*. PT Fast Food Indonesia Tbk.
- [8] Novia, N., Istri, A., Ni Gusti, P., & Desak Putu, S. (2024). The effect of discount vouchers on public attractiveness in e-commerce applications. *Journal of Digital Marketing Management*, 6(1), 55–68.
- [9] Nugroho, A., Santoso, B., & Wijaya, R. (2025). *Measuring effectiveness of digital vouchers in e-commerce platforms*. Journal of Consumer Marketing Studies, 8(1), 10–22.
- [10] Pakpahan, E. (2020). *Quantitative research methodology*. Medan: CV Widya Pustaka.
- [11] Populix. (2020). *Report on the online shopping behavior of the Indonesian people*. Populix Research Center.
- [12] Purwaningtyas, A., Prabowo, H., & Lestari, S. (2020). Non-cash payment system and the effectiveness of digital transactions. *Journal of Information Systems and Business*, 12(2), 130–140.
- [13] Rahman, F., & Putri, A. (2024). *Coupons and Gen Z: Application of Technology Acceptance Model with coupon proneness as moderator*. Journal of Digital Marketing Research, 9(1), 33–47.
- [14] Reza, M. A. (2023). *Purchase decision making with the use of non-cash payment facilities in e-commerce transactions in Generation Z*. Journal of Modern Management and Business, 7(2), 101–115.
- [15] Sahir, S. H. (2021). *Quantitative research methodology*. Yogyakarta: Andi Publishers.
- [16] Salsabila, R., Azizah, N., & Ardianingtyas, A. (2024). *The impact of price discount, free shipping, and live streaming on consumer purchase intention on TikTok Shop*. Journal of Social Commerce Studies, 5(1), 1–14.
- [17] Syafarudin, A. (2020). *Modern marketing management*. Jakarta: Raja Grafindo Persada.
- [18] Syahputra, R., & Herman, H. (2020). Promotional strategies and indicators of sales promotion effectiveness. *Journal of Marketing Management*, 14(1), 25–35.
- [19] Tarmizi, T., Roslina, R., & Husna, H. (2024). Framing discounts and their influence on digital consumer purchase intent. *Journal of Management Research*, 9(3), 1140–1146.
- [20] Umarni, U., Pratama, D., & Hidayat, R. (2025). Accessibility and navigation effects on *TikTok Shop* purchase intention. *Sinomics Journal*, 4(1), 60–75.
- [21] Zhou, Y., & Huang, L. (2024). *Interactive video commerce and consumer engagement*. Journal of Interactive Marketing, 58, 12–25.