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TikTok Acquisition of Tokopedia: Consumer Perceptions on Purchase Intentions at Tokopedia

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Abstract:- TikTok and similar platforms wield significant influence, shaping consumer preferences in the digital age. The integration of Tokopedia Shop into TikTok, followed by its acquisition, has driven notable market shifts, complicating consumer decision-making. This impact is evident as TikTok rises swiftly, altering consumer-business interactions. The recent halt of TikTok Shop operations in Indonesia underscores e-commerce's dynamism, necessitating adaptable strategies amid regulatory changes. Yet, diverse online revenue channels persist, highlighting video content's crucial role in shaping consumer choices. TikTok's acquisition of Tokopedia shares opens doors for Indonesian users and SMEs, with consumer trust key to e-commerce success. This study aims to dissect user behavior within TikTok and Tokopedia ecosystems, offering insights for businesses. Analyzing consumer attitudes through methodologies like PLS-SEM enables businesses to navigate this evolving landscape, fostering competitiveness and growth.

Keywords: acquisition influence, attitudes consumer, business strategy, consumer behavior, consumer perception, consumer trust, e-commerce, online shopping, purchase intentions, TikTok.

1.   Introduction

Amidst a period characterized by digital technical breakthroughs, video-sharing platforms such as TikTok have become important hubs, significantly influencing consumer inclinations and patterns. These apps' success depends on TikTok's acquisition of Tokopedia in addition to the originality of the creative material. After acquiring Tokopedia, this acquisition offers more than just entertainment value from TikTok; it also facilitates shopping, opening up new avenues and fascinating dynamics in the customer decision-making process that have resulted in the creation of Tokopedia Shop. The extraordinary influence that TikTok and other video-sharing programs have had on the way customers connect with companies and products is becoming more and more visible. Two of the primary causes driving this shift are the well-known video-sharing website TikTok and Tokopedia, one of Indonesia's most successful e-commerce platforms.

Previously, on October 4, 2023, at 5:00 PM WIB, TikTok announced the closure of its TikTok Shop operations in Indonesia. This decision was not merely a business move but also a response to pressure from various offline retailers. They felt that the presence of this e-commerce platform had significantly impacted their offline sales performance [1]. This action aligns with government regulations governing electronic commerce, aimed at striking a balance between the growth of online and offline businesses while considering the interests of all stakeholders [2]. Although this closure may have repercussions on the overall e-commerce ecosystem, it is deemed necessary to meet the needs of offline retailers and maintain harmony among various business entities.

The opportunities to generate income online are becoming increasingly diverse in this ever-evolving digital era [3]. Furthermore, data indicates that the majority of customers require exposure to information more than once before making a purchase decision. Interestingly, a significant number of TikTok users in the Asia-Pacific region have recognized the importance of video content in shaping their purchasing decisions [4]. Consequently, it is not surprising that TikTok users are more inclined to purchase products marketed on the platform compared to users of other platforms [4], as per data from TikTok's Global Retail Marketing Path to Purchase Study. With its greater

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preference over other platforms, TikTok stands out as a prominent venue for discovering new products. It serves not only as an entertainment platform but also as a space for exploring products and brands. Additionally, the return on investment for advertising on TikTok demonstrates better performance compared to other advertising platforms [4]. This indicates that investing in marketing through TikTok can yield significant results for businesses, especially those seeking to reach a broader audience and actively engage them in the purchasing process. Thus, TikTok is not just a platform for sharing creative content but also a potentially lucrative space for expanding businesses online.

Projections based on Momentum Works research indicate that TikTok Shop is expected to gain market share in e-commerce, especially from Tokopedia and Lazada, with a notable increase in TikTok Shop's market share [4]. This emphasizes how TikTok Shop is changing the e-commerce scene in a big way. With the debut of its commerce service, TikTok Shop, TikTok formally disclosed the rationale behind its relationship with Tokopedia [5]. Stephanie Susilo, TikTok Indonesia's Executive Director of E-commerce, said that TikTok made this choice because it views Tokopedia as a partner that fosters the expansion of regional small and medium-sized businesses (MSMEs). This move is in line with TikTok's vision and objectives, which center on boosting support for Indonesian innovators, local MSMEs, and locally produced goods. In order to ensure that this relationship benefits TikTok Shop and promotes the local business ecosystem as a whole, TikTok is abiding by the regulations and permits it possesses as a social commerce platform by moving all transactions to the Tokopedia platform [5].

Tokopedia has officially sold 38,198,745 new shares of TikTok or 75.01% of shares worth US\$1.84 billion [6]. According to Patrick, the decision to sell a significant portion of the company's shares to ByteDance is crucial for the long-term sustainability of the company. TikTok is dedicated to driving Tokopedia's expansion with an investment of over US\$1.5 billion, which may provide broader benefits for users and SMEs in Indonesia [7]. This connection not only helps GOTO save on expenses but also provides prospects for recurring revenue through e-commerce service fees. GOTO is expected to experience significant growth potential after its integration with TikTok, as evidenced by the quarterly payments it will receive based on the tiered fee structure and referring to Tokopedia's Gross Merchandise Value (GMV) [6]. This strategic alliance is poised to reshape the landscape of e-commerce in Indonesia, offering new opportunities for both companies to thrive in the ever-evolving digital market.

The partnership between TikTok and Tokopedia is influenced by various factors, including customer attitudes and perceptions. Factors such as convenience, value, subjective demonstration, consumption risk, and quality of customer service influence consumer satisfaction [8]. Trust and attitudes play a crucial role in this interaction. The study aims to investigate the relationship between these factors and customers' intentions to make purchases through the TikTok app in collaboration with Tokopedia. It also investigates how customer attitudes and trust act as mediators in this relationship. The research will involve a literature review, research methodology, and findings using mediation analysis and structural equation modeling (SEM). The study aims to gain a deeper understanding of e-commerce purchasing behavior, particularly with regard to these two platforms. The research will use multiple linear regression and mediation analysis to explain the interaction between independent and dependent variables. This broadens the applicability of various research methods in real-world scenarios and improves comprehension of certain research issues.

2. Literature Review

2.1 The Connection between Consumer Views and Buying Plans

The fundamental concept of consumer value represents a theoretical framework that delves into the perception of value from the customer's standpoint, evaluating it as a benchmark within the customer's perception [9]. Evaluation involves assessing customers' perceived value of products and services throughout the consumption process. In the realm of e-commerce platforms, customers articulate their opinions based on their overall shopping experiences [8]. These consumer perspectives are shaped by various specific dimensions [10]. This theory evaluates customer value as a mental gauge, intertwined with their assessments of product and service value during consumption [9]. Conversely, advancements in internet technology empower businesses to interact with customers more effectively. Internet platforms enable customers to directly articulate their consumption preferences, while

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companies can swiftly and efficiently respond to customer needs effectively [11]. This phenomenon positively impacts customers' purchasing intentions by granting them easier access to transparent product information through user-friendly interfaces, thereby fostering a perception of heightened availability.

This hypothesis is especially pertinent now that TikTok has acquired Tokopedia because it looks at how consumers assess their whole buying experiences. It highlights how favorable customer experiences which include things like product value, convenience, risk of consumption, quality of service, and subjective demonstration—can increase consumers' inclination to buy [10]. Additionally, new developments in internet technology strengthen this effect by allowing direct consumer-e-commerce platform interactions and speedy access to pertinent product information [11]. Understanding how value perceptions and purchase intents relate to one another is therefore crucial to comprehending customer behavior on Tokopedia Shop.

2.2 The Interconnection between Consumer Perceptions, Attitudes, and Consumer Trust

The intention to make significant purchases is profoundly influenced by consumer sentiment and trust [12]. Customers exhibit a stronger propensity to engage in transactions within the Tokopedia Shop environment when they perceive high levels of satisfaction with product quality and confidence in the reliability of the company. This fosters a robust sense of purchase intent within the Tokopedia Shop platform. Essentially, the impetus for involvement in platform-based shopping experiences is primarily propelled by customers' positive perceptions of the platform's offerings and service quality [13]. In comparison to conventional offline shopping paradigms, Tokopedia Shop offers an enhanced shopping experience characterized by more comprehensive and well-organized product information, thereby aiding customers in gaining a better understanding of specific products and making informed purchase decisions [14]. Additionally, the promptness and effectiveness of customer assistance provided on Tokopedia Shop also play a pivotal role in shaping customers' sentiments towards the platform. As such, the level of purchase intention escalates dramatically as a consequence of the establishment of these favorable beliefs and experiences. Moreover, the overall purchase intention is intricately linked to customers' attitudes and trust towards the Tokopedia Shop purchasing channel [8]. Customers exhibiting a positive attitude towards the Tokopedia Shop shopping channel tend to express higher levels of satisfaction with their platform interactions, while those harbouring negative attitudes and exhibiting lower levels of trust often report diminished levels of satisfaction. It's notable that there exists a significant correlation between purchase intention and customer attitudes towards the shopping platform, underscoring the pivotal role of customers' trust and positive perceptions in influencing not only their decision to engage in shopping activities but also their overall satisfaction with the shopping experience.

2.3 How Attitudes, Trust, and Purchase Intention Interact

Purchase intentions are influenced by consumer sentiments and trust, with e-commerce platforms attracting more customers due to their strong views on product quality and store dependability [15]. This leads to increased purchase intents. E-commerce platforms also offer comprehensive and orderly product displays, making it easier for customers to understand each product's features. Customer satisfaction is also influenced by the responsiveness of customer service help offered on these platforms [16]. Consumer purchase intentions are strongly supported by trust [17]. Furthermore, user perceptions of TikTok's commerce channels following its acquisition of Tokopedia have an impact on users' total buy inclinations. Customers who have favourable opinions about Tokopedia Shop are typically satisfied with the platform, but customers who have unfavourable opinions typically show less contentment with Tokopedia Shop [18]. Customer sentiments, consumer trust, and purchasing intentions are significantly correlated.

Despite the fact that earlier studies have examined the connection between customer attitudes, perceptions, and purchase intentions, certain restrictions still apply: (1) Little study has been done on how consumer perceptions affect consumers' intentions to make purchases in relation to Tokopedia Shop sales. There is a dearth of research that examines how consumer attitudes affect purchase intentions by combining all five dimensions of consumer perceptions. (3) There hasn't been much use of customer attitudes as a variable to understand how consumer perceptions influence purchase intentions. This study will use PLS-SEM to further examine the function of consumer sentiments as a mediating variable in order to close these gaps. Within the context of TikTok's

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acquisition of Tokopedia, we seek to fully understand the influence of the five aspects of consumer perceptions on consumer attitudes and purchase intentions at Tokopedia Shop: Consumer Perceptions Towards Purchase Intentions.

3. Hypothesis and Framework Theory

3.1 The Study Explores The Correlation between Customer Views and Their Intention to Purchase

Consumer perceptions of value in online commerce are influenced by how customers evaluate the superiority of a product and their consumption patterns [19]. High value leads to positive attitudes and strong purchase intentions, whereas products perceived as having low value may have a negative impact on attitudes and diminish purchase intentions. Therefore, consumer attitudes, purchase intentions, and perceived value are positively correlated [20]. However, the evaluation of value in online transactions extends beyond just the product itself; it encompasses factors such as convenience, trustworthiness of the seller, and the overall shopping experience. For instance, customers are more likely to perceive high value in a product if they find the purchasing process hassle-free, if they trust the seller's reputation, and if they receive exceptional customer service. Conversely, even if a product itself is of high quality, if the purchasing process is cumbersome or if there are concerns about the seller's reliability, it can significantly diminish the perceived value of the transaction. Therefore, it's imperative for online retailers to not only focus on the quality and features of their products but also on optimizing the entire customer journey to ensure a seamless and satisfactory shopping experience, ultimately enhancing consumer perceptions of value and fostering positive attitudes and purchase intentions.

H1a The perception of product value by consumers leads to an increase in positive consumer attitudes.

H1b Consumer trust levels are positively influenced by their perceptions of convenience.

H1c The perceived worth of a product significantly influences a customer's willingness to make a purchase.

Consumer perception plays a significant role in influencing purchase intention, particularly in the context of TikTok marketing after acquiring Tokopedia [9]. Factors such as perceived value, convenience, risk of consumption, customer service, and subjective demonstration affect consumer intention to purchase [16]. Consumer convenience refers to the ease with which consumers can engage in consumption activities on the Tokopedia Shop platform [21]. Tokopedia uses technology to make the consumption process easier, leading to varying opinions about user comfort [22]. Unfavourable opinions about comfort can shape consumer attitudes and erode their confidence in purchasing power, while a favourable impression can increase their propensity to buy [23].

H2a Perceived comfort by consumers positively contributes to consumer attitudes.

H2b Perceived value by consumers has a positive contribution to consumer trust levels.

H2c Perceived comfort by consumers positively impacts consumer purchase intentions.

The level of customer service provided in e-commerce settings has a notable impact on shaping consumers' attitudes, trust, and intentions to make purchases [12]. Exceptional service fosters positive attitudes and fosters a willingness to purchase. Conversely, subpar service can impede consumer attitudes and intentions to make purchases [24].

H3a The calibre of customer service positively influences consumer attitudes.

H3b Consumption risk positively affects the degree of trust consumers hold.

H3c The quality of customer service positively impacts consumer purchase intentions.

Consumer subjective demonstration pertains to individuals' assessments of shopping experiences or products post-transaction on TikTok, after it acquires Tokopedia and its transformation into Tokopedia Shop [9]. Consumers manifest their subjective demonstrations by disseminating information and experiences on social media platforms, especially if they are content with their purchases or the received products. These subjective demonstration endeavours mirror attitudes and instil positive trust towards products and vendors [25]. Conversely, apathy

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towards subjective demonstrations may diminish interest in shopping on the platform. Hence, consumer subjective demonstrations also contribute to shaping consumer purchase intentions [26].

H4a Consumer subjective demonstration positively contributes to consumer attitudes.

H4b The positive influence on consumer trust is reflected in the quality of customer service provided.

H4c Consumer subjective demonstration positively influences consumer purchase intentions.

Consumption risk encapsulates various challenges encountered by consumers during online purchases, encompassing concerns related to product quality, price variability, product functionality, payment procedures on applications, and post-purchase services [27]. For instance, consumers may face instances where they receive substandard products or discover that the price of a product has decreased after their purchase. The repercussions of these risks can affect consumer attitudes toward shopping endeavours and their overall inclination to make purchases [28].

H5a Consumption risk positively affects consumer attitudes

H5b The positive influence on consumer trust is evident from the subjective demonstrations carried out by consumers.

H5c Consumption risk positively influences consumer purchase intentions.

3.2 The Connection of Consumer Attitudes and Trust with Purchase Intentions

Views about sellers, products, and other aspects of interactions with consumers within the TikTok application are referred to as consumer attitudes. This is especially true with the app's acquisition of Tokopedia and subsequent transformation into the Tokopedia Shop [9]. These viewpoints can be viewed as a set of beliefs that have a big impact on how customers behave [29]. Consequently, the attitudes and trust of consumers impact their behavior, attitudes, and purchasing choices. Consumers with positive attitudes are more likely to shop [30], whereas those with negative attitudes are less likely to feel motivated to buy. The sentiments and trust of consumers play a critical role in determining their buying intentions. Furthermore, opinions, trust, and purchase intentions among consumers are positively correlated [31]. These are the theories we put forth in light of our investigation.

H6 Consumer sentiment's that are positive influence their willingness to buy things.

H6 H7 Consumer Trust positively influences consumers' intention to make purchases.

3.3 The Function of Consumer Attitudes and Trust as Intermediary

The study reveals that the five consumer perception dimensions within Tokopedia Shop significantly influence purchase intentions [32]. However, other factors like consumer views and trust also play a role. These aspects not only positively affect consumer attitudes but also their intentions to make purchases [33]. The perception process influencing purchase intentions may be shaped by consumer attitudes and trust in Tokopedia Shop [34]. In other words, when consumers have a positive perception of various aspects of Tokopedia Shop, including product quality, customer service, and transaction security, they are more likely to have a stronger intention to make a purchase. Additionally, consumer trust in the platform is also a key factor; when consumers feel secure and trust that Tokopedia Shop will deliver on its promises in terms of quality and product delivery, they are more inclined to make a purchase. Furthermore, consumer views on the reputation and credibility of Tokopedia Shop can also influence their intention to transact. Therefore, to enhance purchase intention, Tokopedia Shop should pay attention not only to managing product quality and services but also to building and maintaining consumer trust and a positive image in their eyes.

H8a Consumer attitudes significantly influence the perception of comfort in relation to their purchase intentions.

H8b Perceived value in relation to customer purchase intentions is positively influenced by consumer attitudes.

H8c In terms of consumer purchase intentions, consumer attitudes have a favorable impact on consumption risk.

H8d Consumer attitudes positively influence the quality of customer service regarding consumer purchases.

H8e Consumer attitudes positively influence consumer subjective demonstrations regarding consumer purchase intentions.

H9a Consumer attitudes serve as a positive mediator between comfort perception and purchase intentions.

H9b Consumer attitudes act as a mediator between perceived value and consumer purchase intentions.

H9c Consumer attitudes act as a positive mediator between consumption risk and consumer purchase intentions.

H9d The beneficial impact of high-quality customer service on consumer purchases is mediated by consumer attitude.

H9e Purchase intention and subjective demonstration are positively mediated by consumer attitude.

3.4   Theoretical Model

Drawing from prior studies, we have developed a theoretical framework, Consumer Perceptions on Purchase Intentions at Tokopedia Shop, to demonstrate how consumer perceptions affect purchase intentions in the context of TikTok's acquisition of Tokopedia [12]. According to this theory, as shown by hypotheses H1a and H1c, purchase intention is positively impacted by consumer perceived value. Similar to this, as suggested by hypotheses H2a and H2c, perceived convenience also has a beneficial impact on purchase intention. Hypotheses H3a and H3c also show that purchase intention is significantly impacted by service quality. Furthermore, as stated in hypotheses H4a–H5c, subjective performance and consumer consumption risk show favorable effects on purchase intention. Additionally, these five factors have a favorable impact on customer sentiments. Furthermore, as stated in hypotheses H6 and H7, customer attitude itself has a favorable impact on purchase intention. As demonstrated by hypotheses H8a-H8e and H9a-H9e, consumer attitude and trust are important variables in addition to direct determinants. Thus, the complex interactions between all the variables are depicted by this theoretical framework. On the basis of this framework, more investigation is planned.
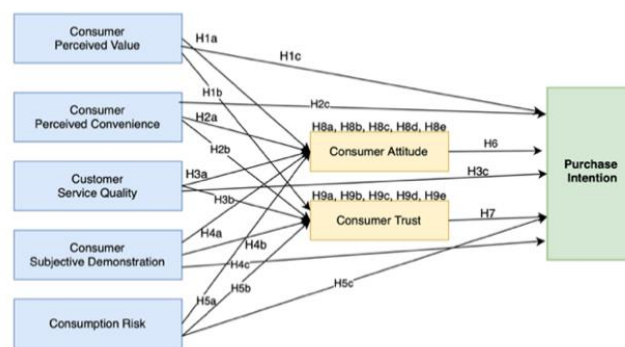

Figure 1.Theoretical Model

4.   Methodolgy

4.1   Measurement

Utilizing the analysis and theoretical framework delineated, the variables expounded upon in this investigation pertain to purchase intention (BPA). Through amalgamating consumption behaviors associated with Tokopedia Shop and pertinent research literature, we have devised a measurement index for consumer purchase intention within the platform subsequent to its acquisition. Distinct indicators employed to gauge consumer purchase intention encompass whether individuals engage in shopping activities on the platform, whether they advocate for the Tokopedia Shop consumption approach to their acquaintances, and whether they peruse products on the collaborative platform. Comprehensive details and references are furnished in _Table 1_.

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In the context of this research, we examine purchase intention (BPA) related to the collaboration between TikTok and Tokopedia. Our focus includes several relevant aspects of consumer perception, namely value (CFV), risk (CR), convenience (CFC), subjective demonstration (CSD), and customer service quality (CSQ). Additionally, we also consider mediating variables that may influence consumer attitude (CA) and consumer trust (CC). To gain a deeper understanding, we utilized a data collection method through survey questionnaires. In these questionnaires, we asked respondents questions designed with a five-point Likert scale for each item. Thus, we aim to gain comprehensive insights into how TikTok's acquisition of Tokopedia influences consumer purchase intention and how consumer perceptions and related mediating factors play a role in this process.

4.2 Preliminary Questionnaire Evaluation

In order to enhance the efficacy of the questionnaire, initial evaluations were carried out. The evaluation process involved the participation of thirty individuals who had prior experience using Tokopedia Shop for their shopping needs. These individuals were selected to partake in the experiments aimed at refining the questionnaire. During the initial survey phase, a total of thirty questionnaires were distributed among the selected participants. The distribution process was meticulously conducted to ensure that each questionnaire reached its intended recipient. Subsequently, efforts were made to collect the completed questionnaires, and the majority of them were successfully retrieved. This careful administration of the questionnaire allowed for valuable insights to be gathered from the participants, enabling researchers to refine and improve the efficacy of the questionnaire for future use. Through this meticulous process, the questionnaire was fine-tuned to better capture the relevant data pertaining to consumer perceptions and purchase intentions within the context of Tokopedia Shop.

4.3 Pre-test Reliability Test

The survey's reliability was evaluated using Cronbach's α coefficient, which indicates stronger internal consistency among measured variables. Cronbach's α coefficient values between 0.6 and 0.7 are sufficient for analysis, while values below 0.6 are undesirable. Maximum dependability is achieved when the coefficient is more than 0.7. The reliability of every item on the pre-measurement scale met minimum requirements, with each dimension's Cronbach's α coefficient greater than 0.6. However, the α coefficient increased significantly after CR 1 and CSQ 1 were removed, indicating the need for item removal.

Table I: Measurement of purchasing intent on Tokopedia Shop

Variables	No	Items	References
Purchase Intentions (BPA)	BPA 1	I am interested in making purchases on Tokopedia Shop	Karinka (Karinka & Firdausy, 2019); Sun (Sun, Zhong, Zhang, Wang, & Zhu, 2024)
	BPA 2	I have a desire to share recommendations with my friends to shop on Tokopedia Shop.	
	BPA 3	I am interested in searching for products on Tokopedia Shop.	

Table II:Indicators to measure consumers' perceptions of Tokopedia Shop

Variables	No	Items	References
Consumer Perceived Value (CFV)	CFV 1	I make purchases efficiently on Tokopedia Shop.	Wang (Wang, et al., 2023)
	CFV 2	By shopping on Tokopedia Shop, I can save on shopping costs.	
	CFV 3	Product information on Tokopedia Shop is comprehensive.	
	CFV 4	Tokopedia Shop offers a greater variety of products.	

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Variables	No	Items	References
Consumer Perceived Convenience (CFC)	CFC 1	Sellers on Tokopedia Shop are capable of providing efficient responses to inquiries.	Wang (Wang, et al., 2023); Pillai (Pillai, Kim, Haldorai, & Kim, 2022)
	CFC 2	Sellers on Tokopedia Shop can offer personalized services tailored to individual needs.	
	CFC 3	Tokopedia Shop delivers items more quickly.	
	CFC 4	The return mechanism on Tokopedia Shop has been perfected.	
Customer Service Quality (CSQ)	CSQ 1	Customer service staff at Tokopedia Shop can provide all seller details.	Lu (Lu, Xu, Wang, & Wang, 2020); Chek (Chek & Ho, 2016)
	CSQ 2	The customer service staff at Tokopedia Shop can suggest items that suit my needs.	
	CSQ 3	Customer service at Tokopedia Shop can enhance the shopping experience for consumers.	
	CSQ 4	Customer service staff at Tokopedia Shop can provide comprehensive information about products.	
Demonstration Subjective (CSD)	CSD 1	I was recommended by a friend to use Tokopedia Shop.	Wang (Wang, et al., 2023)
	CSD 2	I enjoy watching product introductions on Tokopedia Shop.	
	CSD 3	I have recommended Tokopedia Shop to my friends.	
Risk Consumption (CR)	CR 1	After TikTok acquired Tokopedia, Tokopedia Shop experienced an increase in inappropriate behavior.	Nguyen (Nguyen & Llosa, 2023)
	CR 2	The quality of the shopping experience on Tokopedia Shop, which is partnered with Tokopedia, remains disappointing.	
	CR 3	My concerns regarding product quality on Tokopedia Shop have increased.	
	CR 4	I doubt the integrity of sellers on Tokopedia Shop.	

Table III: Mediating Variables

Variables	No	Items	References
Consumer Attitudes (CA)	CA 1	I enjoy exploring the user interface of Tokopedia Shop.	Shehawy (Shehawy & Khan, 2024); Sun (Sun, Sarfaz, Ivascu , Han, & Ozturk, 2024)
	CA 2	I plan to review various stores available on Tokopedia Shop.	

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	CA 3	In my opinion, shopping through Tokopedia Shop is a good choice.	
Consumer Trust (CC)	CC 1	I acknowledge the quality of the goods offered on Tokopedia Shop.	Yuwen (Yuwen, Guanxing, & Qiangwei, 2022); Zhao (Zhao, Xu, & Xu, 2023)
	CC 2	I appreciate the trust given by the sellers.	
	CC 3	I respect privacy when shopping on Tokopedia Shop platform.	
	CC 4	I acknowledge the competence of customer service staff on Tokopedia Shop.	

4.4 Preliminary Validity Testing was Done Prior to Main Testing

The pre-test questionnaire's face validity was verified using Bartlett's test of sphericity and the Kaiser-Meyer-Olkin (KMO) score. KMO levels above 0.7 indicate good validity, while values between 0.6 and 0.7 are acceptable. KMO measurements and Bartlett's test of sphericity were performed for seven parameters in the model. The P-value was used to determine the scale's suitability for factor analysis. The findings are presented in *Table 4*.

Table IV: Bartlett's sphericity test and the KMO Value

KMO Value		
Bartlett's sphericity test	Approximate chi square	627.417
	df	228
	Sig.	0.00

4.5 Descriptive Statistics for Questionnaires

The primary objective of this study was to gain insights into the demographics of consumers in Indonesia who utilize Tokopedia Shop, a widely popular online shopping platform in the country. To achieve this goal, participants were recruited from diverse regions across Indonesia and were engaged in the survey process through various communication channels, including email, WhatsApp, and Instagram. The survey data yielded significant findings regarding the demographic composition of the sample. Notably, it was observed that female consumers constituted the majority, accounting for 54.4% of the total sample, whereas male customers comprised 45.6%. Furthermore, the age distribution of the respondents revealed that the largest proportion (74.6%) fell within the age bracket of 18 to 30 years, indicating a predominant presence of younger consumers in the user base of Tokopedia Shop. Conversely, individuals aged between 31 and 40 constituted the smallest segment, representing only 10.1% of the sample, while those aged 41 to 60 constituted 15.4%. Additionally, the educational and income backgrounds of the participants were examined, revealing that a significant portion of respondents had attained a bachelor's degree or lower educational qualifications. In terms of income, nearly half of the respondents (49.6%) reported earning between Rp 1,000,000 and Rp 7,000,000, while 26.3% reported incomes exceeding Rp 7,000,000, and 24.1% reported incomes below Rp 1,000,000. These findings underscore the importance of comprehending consumer demographics and preferences within the realm of online shopping, providing valuable insights for businesses and marketers aiming to tailor their strategies to effectively target and engage with their target audience in the Indonesian market.

4.6 Analysis of Reliability and Validity

The questionnaire's reliability was assessed using Cronbach's α coefficient, confirming the accuracy of the data gathered. The study found that every research variable had a Cronbach's α coefficient larger than 0.5, indicating

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a respectable degree of reliability. The scale used in the investigation showed fair consistency and dependability, making the information suitable for further empirical research. The survey data validation assessment aims to assess the effectiveness of the study's measurement tools in accurately capturing the intended constructs.

Table V: Findings from the descriptive statistical analysis of the data.

Indicators	Category	Number	Ratio
Gender	Male	104	45,6%
	Female	124	54,4%
Age	18-30	170	74,6%
	31-40	23	10,1%
	41-60	35	15,4%
Education	Associate degree or lower education level	205	89,9%
	Master's degree or higher academic attainment	23	10,1%
Monthly Income	Under Rp 1.000.000	55	24,1%
	Rp 1.000.000-Rp 7.000.000	113	49,6%
	Above Rp 7.000.000	60	26,3%

Table VI: Outcomes of the comprehensive reliability assessment

Variable	Cronhbach's α coefficient	Variable	Cronhbach's α coefficient
CFC	0.633	CC	0.636
CFV	0.755	CA	0.555
CR	0.639	BPA	0.756
CSQ	0.679		
CSD	0.642		

5. Conclussions

This research delves into the intricate dynamics of strategic adaptation amidst the ever-evolving landscape of digital technology within the tourism sector, with a specific lens on Geopark Ciletuh. The pervasive influence of digitalization has irrevocably transformed the tourism industry, offering an array of novel avenues to enhance customer experiences and optimize operational efficiency. However, these sweeping advancements also usher in a new set of challenges, particularly concerning data management and privacy safeguards. Geopark Ciletuh emerges as an exemplary model in effectively leveraging digital technology to enrich visitor experiences while preserving its inherent charm and uniqueness. Yet, it is crucial to recognize that the integration of digital technology necessitates a comprehensive overhaul of existing frameworks, particularly in terms of data governance and security protocols. In this context, strategic adaptation emerges as a linchpin in navigating the complexities of digitalization, bridging the gap between emerging technological trends and operational realities. Geopark Ciletuh's journey exemplifies the pivotal role of strategic adaptation in not only overcoming challenges but also capitalizing on the transformative potential of digital innovation. Moreover, the symbiotic relationship between digitalization and strategic adaptation extends beyond mere operational adjustments it embodies a paradigm shift in the way tourism destinations conceptualize and deliver value to customers. Geopark Ciletuh serves as a compelling case study, illustrating how strategic adaptation can drive tangible outcomes, including

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heightened service quality, expanded promotional outreach, and ultimately, enhanced customer satisfaction. From these insights, it becomes evident that strategic adaptation transcends mere reactive measures it embodies a proactive approach to staying ahead of the curve in an increasingly digitalized landscape. As such, cultivating a deep understanding of the intricate interplay between digitalization, strategic adaptation, and customer value is paramount for tourism destinations seeking to thrive in the digital era. By embracing strategic adaptation as a guiding principle, tourism stakeholders can navigate the complexities of digital transformation while delivering unparalleled experiences that resonate with modern travelers.

6. Acknowledgments

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