

ABSTRAK

Analisis Positioning TikTok Shop

Oleh :

Laily Elza Azizah

Email : Lailyelza@gmail.com

Penelitian ini bertujuan untuk menganalisis *positioning* TikTok Shop menggunakan metode *Multidimensional Scaling* (MDS). Populasi dalam penelitian ini adalah konsumen pengguna TikTok Shop, dengan jumlah sampel 110 responden yang dipilih dengan kriteria *purposive sampling*, yaitu pernah bertransaksi di TikTok Shop. Hasil penelitian menunjukkan bahwa TikTok Shop memiliki *positioning* kuat terutama dalam atribut Kualitas Informasi (*Information Quality*), Responsif (*Responsiveness*), Proses Kontrol (*Process Controlability*), Harga (*Price*), Keandalan (*Reliability*), dan Personalisasi (*Personalization*). Keterbatasan penelitian ini terletak pada sampel yang hanya mencakup responden aktif *social commerce*, sehingga hasil belum dapat digeneralisasi ke seluruh populasi. Penelitian ini berkontribusi dalam memberikan gambaran peta persepsi konsumen terhadap TikTok Shop sebagai dasar strategi pemasaran dan pengembangan bisnis ke depan.

Kata Kunci: TikTok Shop, *Positioning*, *Multidimensional Scaling* (MDS)

ABSTRACT**POSITIONING ANALYSIS OF TIKTOK SHOP****By:****LAILY ELZA AZIZAH**

E-mail: Lailyselza@gmail.com

This study aimed to analyze the positioning of TikTok Shop using the Multidimensional Scaling (MDS) method. The population consisted of consumers who used TikTok Shop, with a sample of 110 respondents selected through purposive sampling, based on the criterion that they had previously made transactions on the platform. The results showed that TikTok Shop held a strong positioning, particularly in the attributes of Information Quality, Responsiveness, Process Controlability, Price, Reliability, and Personalization. The main limitation of the study was the sample, which included only respondents active in social commerce, thus limiting the generalizability of the findings to the broader population. This study contributed by providing a perceptual map of consumer views toward TikTok Shop, serving as a foundation for future marketing strategies and business development.

Keywords: TikTok Shop, Positioning, Multidimensional Scaling (MDS)

