

Swipe to Switch: Understanding Consumer Migration from TikTok Shop to Shopee Using the PPM Framework

(Study on TikTok Shop Social Commerce Users in Kuningan Regency)

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ABSTRACT

This study examined the influence of push and pull factors on switching intention from TikTok Shop social commerce to Shopee e-commerce, with mooring factors as a moderating variable, among users in Kuningan Regency, Indonesia. A causal quantitative approach was employed using questionnaire data from 150 respondents, analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM). The results demonstrated that push factors — reflecting dissatisfaction with TikTok Shop's service quality and shopping experience — positively and significantly influenced switching intention. Similarly, pull factors — representing the perceived attractiveness of Shopee's service offerings and features — also positively and significantly influenced switching intention. However, mooring factors were not proven to have moderated the influence of either push or pull factors on switching intention, suggesting that habitual attachment and switching costs did not meaningfully constrain users' tendency to switch platforms in this context. Overall, these findings indicated that service-related dissatisfaction and the appeal of alternative platforms were the primary drivers of platform switching behavior, while psychological and situational anchors played a limited moderating role.

Keywords: *Push Factors, Pull Factors, Mooring Factors, Switching Intention, TikTok Shop, Shopee*

1. INTRODUCTION

The rapid development of digital technology in Indonesia has fundamentally transformed consumer shopping behavior. Internet penetration in the country has grown steadily, from 64.8% in 2018 to a projected 80.66% by 2025 (Yonathan, 2025), creating fertile ground for the proliferation of digital commerce platforms. The number of e-commerce users rose from approximately 38.72 million in 2020 to 65.65 million in 2024—a growth of about 69%—while transaction values have grown from US\$ 86 billion in 2022 to a projected US\$ 137.5 billion in 2025, positioning Indonesia as the largest e-commerce market in Asia Pacific (Pahlevi, 2022).

Alongside traditional e-commerce platforms, social commerce has emerged as a significant channel in Indonesia. Social commerce integrates transactional capabilities directly within social media environments, allowing consumers to share product reviews and make purchases without leaving their preferred platform (Maghfiroh et al., 2023). TikTok Shop has established itself as the dominant social commerce platform in Indonesia, capturing 46% of social commerce users (Pusparini, 2025), by seamlessly combining short-form entertainment content with direct purchasing functionality.

A preliminary survey conducted among 30 TikTok Shop users in Kuningan Regency revealed that 76.7% of respondents expressed a tendency to switch to Shopee as their primary shopping platform. While 50% stated they 'might switch' and 26.7% expressed a strong desire to do so, only 10% indicated they would remain on TikTok Shop. These findings suggest that push conditions—such as limited features and disrupted shopping experience—combined with pull attractions from Shopee are creating switching pressures among local users.

The Push-Pull-Mooring (PPM) framework, originally adapted from migration theory (Moon, 1995), offers a comprehensive theoretical lens for examining platform switching behavior. Push factors represent negative evaluations of the current platform that motivate departure, pull factors represent positive attributes of an alternative platform that

attract users, and mooring factors represent barriers—such as switching costs, habit, and subjective norms—that restrain the switching decision (Chang & Chiu, 2023; Zhao et al., 2023).

Prior research has produced inconsistent findings regarding the moderating role of mooring factors. (Wahanandra et al., 2022) found that mooring factors exerted a negative effect on switching intention, functioning as an inhibitor. (Sugandha & Indarwati, 2021) found no direct significant effect, while noting that mooring factors had not been tested as a moderating variable. In contrast, (Rachmakinanti et al., 2024) identified a positive moderating influence of mooring factors in contexts with strong platform ecosystems. This study addresses this gap by empirically testing the moderating role of mooring factors in the TikTok Shop-to-Shopee switching context within Kuningan Regency, Indonesia.

2. LITERATURE REVIEW

2.1. Theory of Planned Behavior and PPM Framework

This study is grounded in the Theory of Planned Behavior (Ajzen, 1991), which posits that behavioral intentions are shaped by attitudes, subjective norms, and perceived behavioral control. The PPM framework, borrowed from geographic migration theory and adapted for consumer migration research (Bansal, 2005; Moon, 1995), complements the TPB by specifying three categories of forces influencing switching decisions.

2.2. Push Factors

Push factors are negative evaluations of the characteristics of a current service provider that can trigger migration to an alternative (Chang & Chiu, 2023). In the context of e-commerce and social commerce platforms, push factors typically encompass perceived service quality deficiencies, low satisfaction, and unfavorable price perceptions (Widodo et al., 2019). When users perceive that TikTok Shop's integrated entertainment-commerce experience distracts from focused shopping, or when system limitations reduce convenience, these push forces increase the likelihood of considering a platform switch.

2.3. Pull Factors

Pull factors represent positive characteristics of the alternative destination platform that attract users away from the current one (Muttakin, 2022). In the present context, Shopee's extensive promotional offerings, structured logistics systems, integrated payment infrastructure, and higher perceived reliability serve as pull attractions. Key dimensions include alternative attractiveness and platform responsiveness (Adhiana et al., 2023).

2.4. Mooring Factors

Mooring factors constitute situational and psychological barriers that inhibit switching behavior even when push and pull forces are present (Zhao et al., 2023). These include switching costs (time investment in learning a new system), subjective norms (absence of recommendations from close contacts), habitual attachment (unconscious routine use of a platform), and facilitating conditions (availability of infrastructure) (Marseto et al., 2019; Widodo et al., 2019). In the PPM model, mooring factors are posited to moderate the relationship between push/pull forces and switching intention.

2.5. Switching Intention

Switching intention refers to the degree of likelihood or certainty that a customer will migrate from a current service provider to a new one (Yusuf & Ratnasari, 2022). It is operationalized through three indicators: the expectation, desire, and plan to switch platforms (Julaiha et al., 2024). This construct serves as the dependent variable in the present study.

2.6. Hypotheses

H1: Push factors have a positive and significant influence on switching intention from TikTok Shop to Shopee.

H2: Pull factors have a positive and significant influence on switching intention from TikTok Shop to Shopee.

H3: Mooring factors moderate the influence of push factors on switching intention.

H4: Mooring factors moderate the influence of pull factors on switching intention.

3. RESEARCH METHODS

This study employed a causal quantitative survey approach (Sugiyono, 2019) to investigate the relationships among push factors, pull factors, mooring factors, and switching intention. The research population consisted of all TikTok Shop social commerce users residing in Kuningan Regency whose exact number was unknown. The sampling technique in this study applied the formula proposed by (Hair et al., 2021) to determine the sample size when the population is not precisely known, namely by multiplying the number of indicators by 5 to 10. Given that the total number of indicators in this study was 15, the calculation yielded $15 \times 10 = 150$. Therefore, the minimum sample size required for this study was 150 respondents. Using purposive sampling with criteria requiring respondents to have both purchased through TikTok Shop and have experience using Shopee.

Data were collected via a structured questionnaire employing an interval scale (1–10). All measurement items were adapted from validated instruments in prior literature. Partial Least Squares Structural Equation Modeling (PLS-SEM) implemented through SmartPLS 4.0 was used for data analysis. The analytical procedure included evaluation of the outer model (measurement model) for convergent validity, discriminant validity, and construct reliability, followed by evaluation of the inner model (structural model) assessing path coefficients, R^2 , effect size f^2 , predictive relevance Q^2 , and model fit (SRMR). Hypotheses were tested through bootstrapping with 5,000 subsamples at a significance threshold of $\alpha = 0.05$. (Hair et al., 2022).

4. RESULTS AND DISCUSSION

4.1. Respondent Characteristics

The 150 respondents were predominantly female (consistent with typical e-commerce user demographics in Indonesia), aged 18–25 years, and largely composed of students and low-to-middle income earners who shop online one to three times per month. This profile aligns with TikTok's core user base among young Indonesian consumers.

4.2. Measurement Model Evaluation

All constructs demonstrated strong psychometric properties (Table 1). Outer loading values for all indicators exceeded the 0.70 threshold, ranging from 0.904 to 0.968. Average Variance Extracted (AVE) values surpassed the 0.50 criterion for all constructs (Push Factors: 0.919; Pull Factors: 0.894; Mooring Factors: 0.867; Switching Intention: 0.933). Discriminant validity was confirmed through both the Fornell-Larcker criterion and HTMT ratios below 0.90. Construct reliability was confirmed with Cronbach's Alpha and Composite Reliability values exceeding 0.90 across all constructs.

Table 1. Measurement Model Summary

Construct	Loading Range	AVE	Cronbach's α	CR
Push Factors (X1)	0.954–0.963	0.919	0.956	0.971
Pull Factors (X2)	0.929–0.956	0.894	0.960	0.971
Mooring Factors (M)	0.904–0.941	0.867	0.962	0.970
Switching Intention (Y)	0.963–0.968	0.933	0.964	0.976

4.3. Structural Model and Hypothesis Testing

The structural model demonstrated good fit (SRMR = 0.034; NFI = 0.935). The coefficient of determination $R^2 = 0.716$ (Adjusted $R^2 = 0.706$) indicates that the model explains 71.6% of the variance in switching intention—a substantial explanatory power. Predictive relevance $Q^2 = 0.641$ further confirms the model's predictive validity. Hypothesis testing results are summarized in Table 2.

Table 2. Hypothesis Testing Results (Bootstrapping, $n = 5,000$)

Path	β	T-Stat	P-Value	Decision	Hyp.
Push Factors $\rightarrow$ Switching Intention	0.557	6.402	0.000	Supported	H1 $\checkmark$
Pull Factors $\rightarrow$ Switching Intention	0.195	2.092	0.036	Supported	H2 $\checkmark$
Push $\times$ Mooring $\rightarrow$ Switching Intention	-0.019	0.213	0.831	Not Supported	H3 $\times$
Pull $\times$ Mooring $\rightarrow$ Switching Intention	0.168	1.735	0.083	Not Supported	H4 $\times$

4.4. Discussion

H1 was supported: push factors demonstrated the strongest direct influence on switching intention ($\beta = 0.557$, $p < 0.001$), with a large effect size ($f^2 = 0.445$). This finding is consistent with prior studies (Sugandha & Indarwati, 2021; Wahanandra et al., 2022) and reflects TikTok Shop users' dissatisfaction with platform limitations. The integration of entertainment and commerce—while attractive for discovery—may reduce the sense of purposeful shopping, prompting users to evaluate dedicated e-commerce alternatives. Low perceived service quality and pricing dissatisfaction further compound these push pressures.

H2 was also supported: pull factors positively and significantly influenced switching intention ($\beta = 0.195$, $p = 0.036$), though with a moderate effect size ($f^2 = 0.060$). Shopee's perceived advantages—including its promotional ecosystem, reliable logistics, and established trust—act as attractive forces drawing TikTok Shop users toward the platform. This result aligns with (Chang & Chiu, 2023), who identified alternative attractiveness as a consistent predictor of switching behavior in digital platform contexts.

Hypotheses H3 and H4 were not supported: mooring factors did not significantly moderate the effects of push factors ($\beta = -0.019$, $p = 0.831$) or pull factors ($\beta = 0.168$, $p = 0.083$) on switching intention. This finding suggests that habitual attachment, switching costs, and subjective norms did not function as meaningful constraints on the switching intention of TikTok Shop users in Kuningan Regency. Several explanations may account for this result. First, the relatively low switching costs between social commerce and e-commerce platforms—both accessible via smartphones with no financial commitment—may render mooring forces negligible. Second, Shopee's widespread familiarity in Indonesia means users may already be accustomed to its interface, reducing the perceived effort of transition. Third, the predominantly young and digitally fluent respondent profile may be more open to platform experimentation, weakening the inhibitory power of mooring factors.

These findings extend the PPM literature by demonstrating that mooring factors' moderating role is context-dependent. In digital platform ecosystems with low structural barriers and high cross-platform familiarity, mooring factors may lack the power to constrain switching intentions that are driven by meaningful push-pull dynamics. This interpretation is consistent with (Rachmakinanti et al., 2024), who noted that mooring effects are most prominent when platform ecosystems are deeply integrated and switching costs are structurally embedded.

5. CONCLUSION

This study examined the PPM-based determinants of TikTok Shop-to-Shopee switching intention among 150 users in Kuningan Regency, Indonesia. The key findings are: (1) push factors exert the strongest positive and significant influence on switching intention; (2) pull factors also positively and significantly influence switching intention; and (3) mooring factors do not significantly moderate the relationships between either push or pull factors and switching intention.

These results carry important practical implications. For TikTok Shop, addressing core push conditions—particularly improving the dedicated shopping experience by reducing entertainment-commerce friction, enhancing

feature quality, and offering more competitive pricing—is critical for user retention. For Shopee, continuing to invest in service differentiation and platform attractiveness will sustain its competitive pull advantage. For digital marketing practitioners, the dominance of push factors over mooring constraints suggests that service quality investments yield higher retention returns than loyalty program investments in low-switching-cost environments.

This study has several limitations. First, it was conducted in a single regency, limiting generalizability. Future research should expand the geographic scope or conduct comparative studies across regions with varying digital infrastructure. Second, the cross-sectional design cannot establish causal temporal sequences. Longitudinal designs would better capture the dynamic nature of switching behavior. Third, future studies might explore additional variables such as social influence, platform trust, or regulatory factors that may modulate switching dynamics in the Indonesian digital commerce landscape.

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