

The Effect Of Social Media Marketing On Tik Tok Applications On Purchase Decisions At Esana Store

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ABSTRACT

This study aims to determine the effect of Social Media Marketing of the Tik Tok Application towards purchase decisions at the Esana Store in Makassar City. The sample uses direct interviews with the parties related to the problems that are being discussed and provides a questionnaire for 165 respondents according to the conducted research. The data were analyzed using quantitative methods which is using five formulas as validity test, linear regression, t test and the coefficient of determination by SPSS 25 software for windows. The results show that the Social Media Marketing of Tik Tok Application toward Purchase Decisions has a positive and significant effect on Purchase Decisions at the Esana Store in Makassar City.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Social Media Marketing Pada Aplikasi Tik Tok terhadap keputusan pembelian pada Esana Store di Kota Makassar. Sampel menggunakan metode wawancara langsung dengan pihak-pihak yang terlibat dengan masalah yang sedang di bahas serta memberikan kuesioner kepada 165 responden sesuai dengan penelitian yang dilakukan. Data di analisis dengan menggunakan metode kuantitatif yang menggunakan lima rumus yaitu Uji validitas, Regresi Linear, Uji T dan Kofisien determinasi dengan bantuan software SPSS 25 for windows. Hasil menunjukkan bahwa Social Media Marketing Pada Aplikasi Tik Tok Terhadap Keputusan Pembelian berpengaruh positif dan signifikan terhadap Keputusan Pembelian Pada Esana Store di Kota Makassar.



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INTRODUCTION

Marketing is done to get someone's attention to what we want to sell or offer. Marketing itself has various ways of doing it, both directly and indirectly. Not only that, with the development of today's technology, marketing is also divided into conventional marketing and digital marketing. Today's increasingly sophisticated technological developments affect various perspectives, ranging from workers, employers and business people in the world.

One of the marketing media that is currently in great demand by the public is digital marketing because this type of marketing can be done anywhere and has a fairly wide reach. For Indonesia itself, from the survey that has been conducted, it has been found that the total number of users currently connected to the internet is 132.7 million out of a total population of 256.2 million. This survey has increased from the previous number of 88 million users due to developments in infrastructure which indirectly forced people to enter the digital era (Pradiani, 2017).

The current widespread use of social media has made business people prefer to do promotions through online media compared to carrying out conventional promotional models such as putting up banners on the roadside. The rapid development of the use of social media cannot be denied that the presence of the internet is now very much needed. There are many benefits that are felt when dealing with the internet, including as a source of various knowledge, entertainment, more efficient use of time, communication media and has a major contribution in the success of the business world.

Talking about business, of course, marketing media is one of the benchmarks for the success of each individual's business in selling. Today the widespread use of the tiktok application as a marketing medium is becoming a trend among the public. The Tiktok application itself is a short music video platform introduced by Zhang Yiming in 2016 which is owned by the ByteDance company. The platform is a place to express creativity through videos that create genuine, inspiring and fun experiences. TikTok allows its users to create short videos with music, filters and several other creative features. The thing that makes TikTok stand out among other competitors. This entertainment application allows everyone to become a video creator because of its simplicity and convenience. Nearly five years after launching in September 2016, TikTok is experiencing a meteoric rise in popularity.

From the description of the phenomena and theories that have been explained, problems are found that explain the application of Tik Tok as a form of representation of an idea in promotion. Other research explains that the Tik Tok application can be used as a pioneer in new advertising by looking at the phenomenon of using the Tik Tok application which is busy and a trend in today's modern times. So this study aims to determine the effect of social media marketing on the Tik Tok application on purchasing decisions at the Esana Store, which is currently a media promotion trend in society on consumer buying interest.

RESEARCH METHOD

This type of research used is quantitative research. Quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative (statistical) with the aim of testing hypotheses that has been set (Sugiyono, 2016: 13).

The type of data used in this study is a type of quantitative data. According to (Juliandi, 2015: 65) quantitative data is data in the form of certain numbers, which can be operated mathematically. Data sources used in this study are: Primary data, obtained directly from respondents, namely Esana Store consumers. Secondary data, obtained indirectly from document literature, data related to research obtained from books, print or electronic media, journals, and others related to the problem to be studied.

According to Arifin, Johar (2017: 7) Population is the entire subject or totality of research subjects which can be people, objects, or something that can be obtained and or can provide research information (data). Meanwhile, according to Sugiyono (2016: 80) Population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population used in this study were 165 shoppers at the Esana Store who used the Tik Tok application.

While the sample is part of the number and characteristics possessed by the population. The sample in this research is Esana Store consumers. The sampling technique used is non-probability sampling, namely by using purposive sampling, which is sampling based on certain characteristics, such as consumers who have active and inactive Tik Tok applications.

Data collection was taken by researchers through library research, namely by reading literature in the form of textbooks that had something to do with the variables studied (Riandani, 2015). The data collection technique that will be carried out by researchers is by asking questions to respondents to be answered by Esana Store consumers. Then the data obtained by the researcher is categorized as factual data and will be recorded for processing and analysis. To provide an assessment of the respondents, researchers used a Likert scale so as to produce variable measurements on an interval scale.

This study used a simple linear regression model because this research was conducted to find out the equation that describes the relationship between an independent variable/predictor (X) and one dependent variable/response (Y). This study used a data processing program, namely SPSS Version 25.

RESULTS AND DISCUSSION

A. Analysis of the description of research variables

(a) Promotion variable description of Social Media Marketing (X)

The promotion variable for social media is measured through 10 statement items with a Likert scale of 1-5. The results of respondents' responses to these variables can be explained in the following table:

Table 1 Respondents' responses to Social Media Marketing X

	Statement	SCORE					AVERAGE
		SS	S	N	TS	STS	
1.	X1	80	69	13	1	2	7.19
2.	X2	74	71	14	4	2	7.06
3.	X3	74	62	23	4	2	6.97
4.	X4	85	56	21	2	1	7.17
5.	X5	73	75	12	3	2	7.09
6.	X6	76	69	17	1	2	7.11
7.	X7	79	69	13	3	1	7.17
8.	X8	80	68	14	2	1	7.19
9.	X9	82	61	17	2	3	7.12
10.	X10	77	70	15	1	2	7.14
AVERAGE SCORE							71.21

Based on table 1, the first statement is dominated by 2 respondents or 2.0% strongly disagree answers, 1 respondent or 1.0% disagree answers, 13 respondents or 13.0% neutral answers, 69 respondents or 69.0% agree answers, and 80 respondents strongly agree answers or 80.0%. The second statement answers strongly disagree 2 respondents or 2.0%, disagree 4 respondents or 4.0%, neutral answers 14 respondents or 14.0%, answers agree 71 respondents or 71.0%, and answers strongly agree 74 respondents or 74.0%. The third statement answers strongly disagree 2 respondents or 2.0%, answers disagree 4 respondents or 4.0%, neutral answers 23 respondents or 23.0%, answers agree 62 respondents or 62.0%, and answers strongly agree 74 respondents or 74.0%. The fourth statement answers strongly disagree 1 respondent or

1.0%, disagree by 2 respondents or 2.0%, neutral answers 21 respondents or 21.0%, answers agree 56 respondents or 56.0%, and answers strongly agree 85 respondents or 85.0%. In the fifth statement, 2 respondents or 2.0% strongly disagreed, 3 respondents or 3.0% disagreed, 12 respondents or 12.0% neutral, 75 respondents or 75.0% agreed, and 73 respondents or 73.0% strongly agreed. The sixth statement answers strongly disagree 2 respondents or 2.0% disagree 1 respondent or 1.0%, neutral answers 17 respondents or 17.0%, answers agree 69 respondents or 69.0%, and answers strongly agree 76 respondents or 76.0%. Statement of the seven answers strongly disagree by 1 respondent or 1.0%, answers disagree 3 respondents or 3.0%, neutral answers 13 respondents or 13.0%, answers agree 69 respondents or 69.0%, and the answers strongly agree 79 respondents or 79.0%. The eighth statement strongly disagreed with 1 respondent or 1.0%, 2 respondents or 2.0% disagreed, 14 respondents or 14.0% were neutral, 68 respondents or 68.0% agreed, and 80 respondents or 80.0% strongly agreed. The ninth statement strongly disagreed with 3 respondents or 3.0%, 2 respondents or 2.0% disagreed, 17 respondents or 17.0% were neutral, 61 respondents or 61.0% agreed, and 82 respondents or 82.0% strongly agreed. the tenth answers strongly disagreed by 2 respondents or 2.0%, the answers did not agree 1 respondent or 1.0%, the answers were neutral 15 respondents or 15.0%, the answers agreed 70 respondents or 70.0%, and the answers strongly agreed 77 respondents or 77.0%. and answers strongly agree 79 respondents or 79.0%. The eighth statement strongly disagreed with 1 respondent or 1.0%, 2 respondents or 2.0% disagreed, 14 respondents or 14.0% were neutral, 68 respondents or 68.0% agreed, and 80 respondents or 80.0% strongly agreed. The ninth statement strongly disagreed with 3 respondents or 3.0%, 2 respondents or 2.0% disagreed, 17 respondents or 17.0% were neutral, 61 respondents or 61.0% agreed, and 82 respondents or 82.0% strongly agreed. the tenth answers strongly disagreed by 2 respondents or 2.0%, the answers did not agree 1 respondent or 1.0%, the answers were neutral 15 respondents or 15.0%, the answers agreed 70 respondents or 70.0%, and the answers strongly agreed 77 respondents or 77.0%. and answers strongly agree 79 respondents or 79.0%. The eighth statement strongly disagreed with 1 respondent or 1.0%, 2 respondents or 2.0% disagreed, 14 respondents or 14.0% were neutral, 68 respondents or 68.0% agreed, and 80 respondents or 80.0% strongly agreed. The ninth statement strongly disagreed with 3 respondents or 3.0%, 2 respondents or 2.0% disagreed, 17 respondents or 17.0% were neutral, 61 respondents or 61.0% agreed, and 82 respondents or 82.0% strongly agreed. the tenth answers strongly disagreed by 2 respondents or 2.0%, the answers did not agree 1 respondent or 1.0%, the answers were neutral 15 respondents or 15.0%, the answers agreed 70 respondents or 70.0%, and the answers strongly agreed 77 respondents or 77.0%. The eighth statement strongly disagreed with 1 respondent or 1.0%, 2 respondents or 2.0% disagreed, 14 respondents or 14.0% were neutral, 68 respondents or 68.0% agreed, and 80 respondents or 80.0% strongly agreed. The ninth statement strongly disagreed with 3 respondents or 3.0%, 2 respondents or 2.0% disagreed, 17 respondents or 17.0% were neutral, 61 respondents or 61.0% agreed, and 82 respondents or 82.0% strongly agreed. the tenth answers strongly disagreed by 2 respondents or 2.0%, the answers did not agree 1 respondent or 1.0%, the answers were neutral 15 respondents or 15.0%, the answers agreed 70 respondents or 70.0%, and the answers strongly agreed 77 respondents or 77.0%. The eighth statement strongly disagreed with 1 respondent or 1.0%, 2 respondents or 2.0% disagreed, 14 respondents or 14.0% were neutral, 68 respondents or 68.0% agreed, and 80 respondents or 80.0% strongly agreed. The ninth statement strongly disagreed with 3 respondents or 3.0%, 2 respondents or 2.0% disagreed, 17 respondents or 17.0% were neutral, 61 respondents or 61.0% agreed, and 82 respondents or 82.0% strongly agreed.

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(b) Purchase decision variable description (Y)

This purchase decision variable is measured through 9 statement items with a Likert scale of 1-5. The results of respondents' responses to these variables can be explained in the following table:

Table 2 The respondent's response to the purchase decision variable Y

No	Statement	SCORE					AVERAGE
		SS	S	N	TS	STS	
1.	Y1	58	74	25	5	3	6.74
2.	Y2	18	57	60	23	7	5.51
3.	Y3	86	64	13	0	2	7.27
4.	Y4	82	62	16	3	2	7.14
5.	Y5	81	61	17	4	2	7.10
6.	Y6	72	72	16	2	3	7.03
7.	Y7	69	69	23	2	2	6.96
8.	Y8	71	75	15	1	3	7.05
9.	Y9	65	76	18	2	4	6.91
AVERAGE SCORE							61.71

Based on table, the first statement is dominated by 3 respondents or 3.0% strongly disagree answers, 5 respondents or 5.0% disagree answers, 25 respondents or 25.0% neutral answers, 74 respondents or 74.0% agree answers, and 58 respondents strongly agree answers or 58.0%. The second statement was dominated by 7 respondents or 7.0% strongly disagree answers, 23 respondents or 23.0% disagree answers, 60 respondents or 60.0% neutral answers, 57 respondents or 57.0% agree answers, and 18 respondents or 18.0% strongly agree answers. third statement with answers strongly disagree and disagree by 2 respondents or 2.0%, neutral answers 13 respondents or 13.0%, answers agree 64 respondents or 64.0%, and answers strongly

agree 86 respondents or 86.0%. The fourth statement answers strongly disagree 2 respondents or 2.0%, disagree 3 respondents or 3.0%, neutral answers 16 respondents or 16.0%, answers agree 62 respondents or 62.0%, and answers strongly agree 82 respondents or 82.0%. The fifth statement answers strongly disagree 2 respondents or 2.0%, answers disagree 4 respondents or 4.0%, neutral answers 17 respondents or 17.0%, answers agree 61 respondents or 61.0%, and answers strongly agree 82 respondents or 82.0%. sixth statement with answers strongly disagree 3 respondents or 3.0%, disagree 2 respondents or 2.0%, neutral answers 16 respondents or 16.0%, answers agree 72 respondents or 72.0%, and answers strongly agree 72 respondents or 72.0%. seventh statement with answers strongly disagree 2 respondents or 2.0%, disagree 2 respondents or 2.0%, neutral answers 23 respondents or 23.0%, answers agree 69 respondents or 69.0%, and answers strongly agree 69 respondents or 69.0%. eighth statement with answers strongly disagree 3 respondents or 3.0%, disagree 1 respondent or 1.0%, neutral answers 15 respondents or 15.0%, answers agree 75 respondents or 75.0%, and answers strongly agree 71 respondents or 71.0%. ninth statement with answers strongly disagree 4 respondents or 4.0%, disagree 2 respondents or 2.0%, neutral answers 18 respondents or 18.0%, answers agree 76 respondents or 76.0%, and answers strongly agree 65 respondents or 65.0%. neutral answers 15 respondents or 15.0%, answers agree 75 respondents or 75.0%, and answers strongly agree 71 respondents or 71.0%. ninth statement with answers strongly disagree 4 respondents or 4.0%, disagree 2 respondents or 2.0%, neutral answers 18 respondents or 18.0%, answers agree 76 respondents or 76.0%, and answers strongly agree 65 respondents or 65.0%. neutral answers 15 respondents or 15.0%, answers agree 75 respondents or 75.0%, and answers strongly agree 71 respondents or 71.0%. ninth statement with answers strongly disagree 4 respondents or 4.0%, disagree 2 respondents or 2.0%, neutral answers 18 respondents or 18.0%, answers agree 76 respondents or 76.0%, and answers strongly agree 65 respondents or 65.0%.

B. Research Results

Validity test is used to determine the extent to which the accuracy of the use of the measuring instrument for the factor being measured. To measure the validity of the instrument, the researcher compared the product moment correlation coefficient with the r-table. For degrees of freedom (df) = $n - 2$, in this case n is the number of samples. In this case, the df can be calculated as $165 - 2$ or $df = 163$. The questionnaire can be said to be valid if the statement proves something to be measured. Whether or not an instrument is valid can be seen and compared with the correlation index as its critical value by comparing r -count with r -table. If r -count > r -table then the statement can be categorized as valid and can be used in further testing. The results of the validity test processed by the researcher are shown in Table 3 as follows:

Table 3 Test Results

Variable	Items	R Count	R Table (df=N-2) Significant Level n 0.05%	Information
Social Media Marketing	X1	0.558	0.151	Valid
	X2	0.628	0.151	Valid
	X3	0.619	0.151	Valid
	X4	0.606	0.151	Valid
	X5	0.699	0.151	Valid
	X6	0.650	0.151	Valid

	X7	0.647	0.151	Valid
	X8	0.687	0.151	Valid
	X9	0.697	0.151	Valid
	X10	0.745	0.151	Valid
Buying decision	Y1	0.751	0.151	Valid
	Y2	0.347	0.151	Valid
	Y3	0.704	0.151	Valid
	Y4	0.798	0.151	Valid
	Y5	0.625	0.151	Valid
	Y6	0.754	0.151	Valid
	Y7	0.843	0.151	Valid
	Y8	0.802	0.151	Valid
	Y9	0.780	0.151	Valid

Source: Primary data processed, 2023

Based on table 3, it proves that all statement items for each variable are valid, where the value of $r\text{-count} > r\text{-table} = 0.151$. Therefore, the results obtained for each statement item from each variable are all declared valid and can be used in the next test.

b. Simple Linear Analysis

Table 4 Results of Simple Linear Analysis

Unstandardized Coefficients			Standardize d Coefficients
Model	B	std. Error	Betas
1	(Constant)	6,742	
	X	.710	.827

a. Dependent Variable: Y

Based on Table 4 above, the estimation model can be analyzed as follows: $Y = a + bX$

$$Y = 6,742 + 710X$$

Description: Y = dependent variable

X = Independent Variable a = Constant

b = Regression Coefficient

Based on table 4 it can be explained that the consistency value of variable X is 710. So it can be said that the addition that occurs in Social Media Marketing (X) then the purchasing decision (Y) will increase the coefficient which is positive so that it can be said that the direction of the influence of variable X on variable Y is positive.

Table 5 The results of the Coefficient of Determination R^2

Summary models

Model	R	R Square	adjusted R Square	std. Error of the Estimate
1	.827 ^a	.684	.682	3.02556

a. Predictors: (Constant), X

Based on Figure it shows that the value (R²) is 0.684, which means that the effect of the independent variable X on the dependent variable Y is 68.4%.

Table 6 Coefficient t test results

	Model	t	Sig.
	(Constant)	4,086	<.001
1	Social Media Marketing	18,771	<.001

a. Dependent Variable: Purchase Decision

Based on the partial test in Table 5 the results of the partial test are as follows:

1) Based on the significance value (sig.) of the Social Media Marketing variable (X) with a value of 0.000 < probability of 0.05, so it can be concluded that the hypothesis is accepted. This means that it has a positive and significant effect on purchasing decisions (Y).

2) Based on the value of t count = 18.771 > t table = 1.65426 it can be concluded that the hypothesis is accepted. This means that promotions through social media affect purchasing decisions (Y).

Discussion

The results of this study indicate that there is a positive and significant influence on purchasing decisions at the Esana Store in Makassar City, meaning that the higher the promotion strategy is carried out, the more sales will increase. Promotion through social media really helps sales from the business that is being managed because it is an action that increases the number of sales than before. Where promotion is an activity that needs to be done to provide information about a product so as to encourage consumers to make purchases. Promotion is also one of the efforts to persuade consumers to accept products, concepts and ideas that will influence buyers. Social media itself is a part of the internet that has made many changes and has also benefited the Indonesian social community.

Purchasing decisions are stages that consumers take before purchasing a product from many choices. As for what is done before making a decision to buy a product, namely by seeking information about a particular product or brand and evaluating it in a good way. The results of research that support this research were conducted by Anita Lestari in (2020) with the title The Effect of Social Media Promotion on Purchase Decisions at the Missyshop Official boutique in Makassar City which has a positive and significant effect on purchasing decisions at the Missyshop Official boutique. This study has similarities, namely by using a type of quantitative research and using regression analysis and the coefficient of determination. The difference is

seen from the location of the research, where this research was conducted at the Esana Store in Makassar City while the previous research was conducted at the Missyshop Official Boutique.

Some consumers make purchases at the Esana Store because they need/according to what they want so they feel satisfied after buying at the Esana Store, so they are interested in informing others what it feels like to be an Esana Store consumer and buy at the Esana Store if they want and need it Again. Thus it can be concluded that the purchasing decision at the Esana Store in Makassar City is very high. Based on the results of the partial test ($t_{count} = 18.771 > t_{table} = 1.65426$) it can be concluded that the hypothesis is accepted. The results of this test interpret that social media promotion variables have a positive and significant effect on purchasing decisions at Esana Store.

CONCLUSIONS

This study aims to determine the effect of social media promotions on purchasing decisions. Based on the results of the study, it can be concluded that social media promotion has a positive and significant effect on purchasing decisions at the Esana Store in Makassar City. Based on $t_{count} = 18.771 > t_{table} = 1.65426$, it can be concluded that the hypothesis is accepted. This means that promotions through social media affect purchasing decisions (Y). This research has implications for the Esana Store in Makassar City. The influence of social media promotion on purchasing decisions at the Esana Store in Makassar City means that the achievement of the purpose of implementing the promotion is a business selling bags and shoes in Makassar City as well as motivating its employees. Researchers suggest that policy makers need to continue to maintain and increase promotion through social medicine so that purchasing decisions continue to increase for consumers, so as to significantly increase company profits.

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