

THE INFLUENCE OF SOCIAL MEDIA MARKETING, INFLUENCER REVIEWS, AND BRAND IMAGE TO PURCHASE DECISION ON TIKTOK SHOP

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ABSTRACT

This study aims to analyze the influence of social media marketing, influencer reviews, and brand image on purchase decisions on the TikTok Shop application. The research method uses quantitative. The population includes all students in the city of Medan who have a TikTok application. The number of samples of 100 respondents was determined based on the Lemeshow formula due to the unknown number of the population. The sampling technique used purposive sampling for students who have the TikTok application with a random sampling method. Data used is primary data from questionnaires and interviews. The data analysis technique used the Smart-PLS analysis tool. The results of this study show that social media marketing, influencer reviews, and brand image each have a positive and significant influence on purchase decisions on the Tiktok Shop application. It is hoped that the results of this research will be able to improve consumer purchase decisions on the TikTok Shop application in the city of Medan through improving the quality of the variables studied.

Keywords: Brand Image, Influencer Reviews, Purchase Decision, Social Media Marketing.

INTRODUCTION

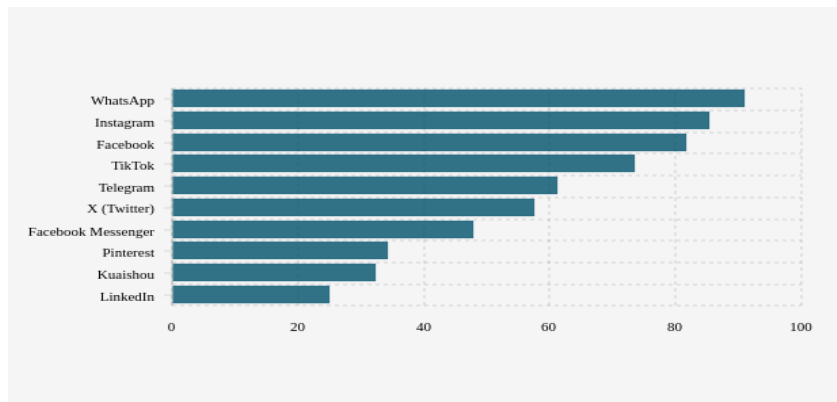
The development of information technology is undergoing a very rapid transformation and is increasingly sophisticated. This has encouraged the creation of a digital era that causes humans to have a dependence on technology, one of which is the use of the internet. The use of the internet makes human life easier, including in terms of buying and selling transactions that used to be carried out in the market or in stores by meeting directly physically, but now people have made purchases online or better known as the term e-commerce. The presence of e-commerce is well used by business actors to market their products using various existing social media platforms. Social media is a term to describe a type of media that is based on conversation online and human interaction (Fahmi, et al., 2020). While social media marketing is any form of direct or indirect marketing used to build awareness, recognition, recall, and generate action against a brand, business, product, individual, or other entity packaged using tools on the social web, such as blogging, microblogging, social networking, social bookmarking and content sharing (Kambali &

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Masitoh, 2021). Social media marketing is a product marketing channel that is delivered through social media platforms. There are so many social media platforms available today, one of the applications that can be used to do social media marketing is TikTok. This application is one of the social media-based social network and platform music video which is currently very popular and widely used by the public than other social media (Khair, et al., 2023). The following is the data on the most widely used social media platforms in Indonesia at the beginning of 2024 as follows:



Source: *katadata.co.id*

Figure 1. Most Used Social Media Platforms 2024

WhatsApp in Indonesia in 2024 it will be the most used social media platform by the number of users as much as 92.1% of the total population and experienced an increase from previous year In 2023, only as many 88,7%. User Instagram in Indonesia, it increased by 86.5% of the total population, in the previous year it was 84.8%. User Facebook in Indonesia as much as 83.8% of the total population, the previous year was only 81.3%. TikTok users in Indonesia are 70.8% of the total population, the previous year was only 63.1%. Of the four platforms, the one that experienced a significant increase from the previous year was Tiktok with an increase of 7%, while the other platforms only increased by about 3%. This is the reason why business actors prefer Tiktok as a medium to market their products over other social media platforms. With more people using Tiktok, more and more people are looking at the products offered, which is likely to create consumer purchase decisions (Nasution, et al., 2022). A purchase decision is a process where consumers identify a problem, search for information about a particular product or brand, and evaluate all of those options appropriately to solve the problem, which then leads to a purchase decision (Tjiptono, 2017). A purchase decision is the stage at which the buyer has made his or her choice and made a purchase of the product, as well as consuming it (Nasution & Putri, 2019). The decision to buy and use a product or service is the process of formulating various alternative actions to overcome the existing situation and determining the right choice among several available options, after evaluating the effectiveness of each to achieve the goal for the decision-maker. Thus, a decision is an impulse to do something for satisfaction and purpose. Decisions are key to understanding buyer or customer behavior.

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Many factors can influence the purchase decision, including reviews from influence. Influence can be a third party that determines consumer purchasing decisions. Influence is a person or figure found on social media who has a large or significant number of followers and what they convey on social media can influence or respond to the behavior of their followers (Hariyanti & Wirapraja, 2018). While reviews is one of several factors that determine a person's buying interest, showing that people can take an amount of reviews as an indicator of product popularity or value based on a product that will influence consumers to buy a product (Schouten, et al., 2020). Almost every recommendation or review said by influence to a product usually will go viral and be sought after by consumers to buy. This shows that Indonesian consumers are highly dependent on influence. Other factors that affect purchase decisions are brand image. Consumer perceptions and beliefs that are reflected in associations that occur in consumer memory are called brand images (Kotler & Keller, 2016). The image or impression that appears in the head will affect the preferences and purchase decisions by consumers. Brand image is very important for businesses, because if consumers have a positive attitude towards a product and also feel comfortable using it, then they are more likely to make a repeat purchase of the product (Arianty & Andira, 2021). This study examines the influence of social media marketing, influencer review and brand image on purchase decisions on the TikTok app Shop in the city of Medan. The research paradigm can be described as follows:

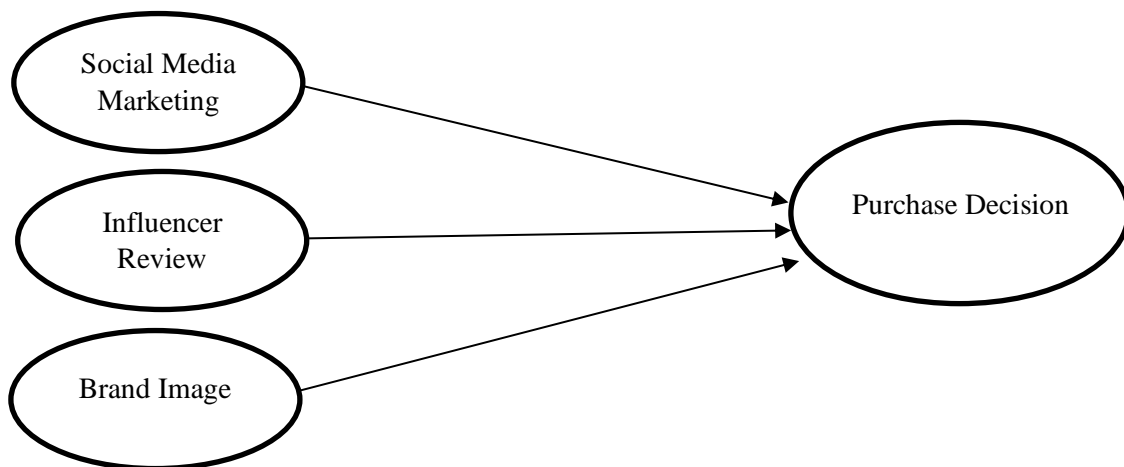


Figure 2. Conceptual Framework

Based on the research paradigm, the hypothesis proposed is as follows:

- H1: Social Media Marketing Influences Purchase Decision
- H2: Influencer Reviews Influence Purchase Decision
- H3: Brand Image Influences Purchase Decision

METHOD

This study uses an associative method with a quantitative approach. The associative approach is an approach that is carried out to find out the relationship or influence between two or more variables (Sugiyono, 2018). The independent variables in this study are social

media marketing, influencer reviews, brand image, while dependent variable is a purchase decision. The population in this study is all students in the city of Medan who have a TikTok application. The number of samples of 100 respondents was determined based on the Lemeshow formula due to the unknown number of the population. The sampling technique uses purposive sampling for students who have the TikTok application with the withdrawal method random sampling. Data collection techniques through interviews and questionnaires. Meanwhile, the data analysis technique uses the Smart-PLS analysis tool to determine the measurement model (outer model) in describing the relationship between indicator blocks with latent variables and structural models (inner model) or structural models to predict causality relationships between latent variables.

RESULTS

Outer Model

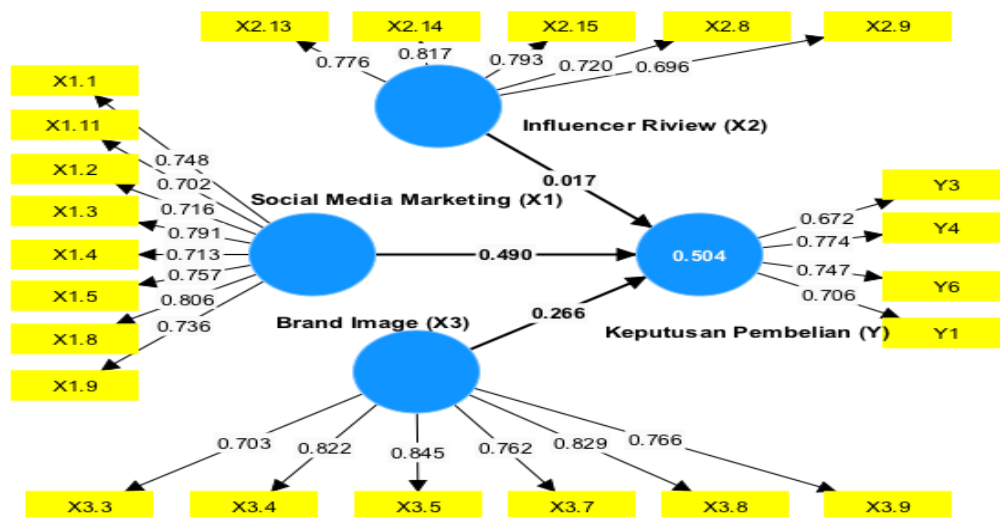


Figure 3. Standardized Loading Factor

Based on figure 3, it can be explained that each indicator of the research variable has an outer loading value of > 0.7 , so it can be concluded that all indicators are declared feasible or valid for use.

Table 1. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Social Media Marketing (X1)	0.558
Influencer Reviews (X2)	0.581
Brand Image (X3)	0.623

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Purchase Decision (Y) 0.527

Source: *Author's Compilation*

Based on table 1, it can be seen that social media marketing, influencer reviews, brand image, and purchase decisions have an AVE value of > 0.5 . Thus it can be said that each variable has good validity.

Table 2. Composite Reliability

Variable	Composite Reliability (Rho_A)
Social Media Marketing (X1)	0.890
Influencer Reviews (X2)	0.822
Brand Image (X3)	0.882
Purchase Decision (Y)	0.705

Source: *Author's Compilation*

Based on table 2, it can be seen that the composite reliability value for the variables of social media marketing, influencer reviews, brand image, and purchase decision > 0.6 , so it can be concluded that all variables have high reliability.

Table 3. Cronbach's Alpha

Variable	Cronbach's Alpha
Social Media Marketing (X1)	0.887
Influencer Reviews (X2)	0.818
Brand Image (X3)	0.878
Purchase Decision (Y)	0.700

Source: *Author's Compilation*

Based on table 3, it can be seen that the cronbach alpha value of each of the research variables > 0.7 , thus it can be concluded that the entire variable has a high level of reliability.

Inner Model

R-Square

Tabel 4. R-Square

	R-Square	R-Square Adjusted
Purchase Decision (Y)	0.504	0.489

Source: *Author's Compilation*

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Based on table 4, the R-Square adjusted value is 0.489, meaning that the ability of social media marketing (X1), influencer reviews (X2), and brand image (X3) in explaining the purchase decision (Y) is 48.9%, thus the model is classified as moderate.

Table 5. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image (X3) -> Purchase Decision (Y)	0,266	0,266	0,122	2,183	0,029
Influencer Reviews (X2) -> Purchase Decision (Y)	0,017	0,018	0,130	3,131	0,006
Social Media Marketing (X1) -> Purchase Decision (Y)	0,490	0,497	0,109	4,487	0,000

Source: *Author's Compilation*

Based on table 5, the value of the coefficient of the variable social media marketing (X1), influencer reviews (X2), and brand image (X3) to purchase decision (Y), where all independent variables had a positive value, meaning that each independent variable had a positive and unidirectional influence on the bound variable. The P-values of each independent variable also show a value > 0.05 , so it can be said that all independent variables have a significant influence on the bound variable.

DISCUSSIONS

The Influence of Social Media Marketing on Purchase Decision

On the influence of variables social media marketing (X1) for the purchase decision variable (Y) is shown a path coefficient value of 0.490 with a P-value of $0.000 < 0.05$, then it can be concluded that the influence of social media marketing (X1) to the purchase decision (Y), which is positive and significant. Based on research on variables social media marketing which has been spread to 100 respondents, the researcher found that the average respondent answered yes from the statement given mainly in the statement "Social media accounts of the product I want to buy through TikTok shop Collaborate with influence to create interesting content". This indicates that the social media account of the product has been marketing on social media and building a community by influence well. This is in line with the results of previous research by (Liana, 2021), (Narayana & Rahanatha, 2020), (Rahman & Isa, 2023), and (Kambali & Masitoh, 2021) Where the results of the study show that social media marketing has a positive effect on purchase decision.

The Influence of Influencer Reviews on Purchase Decision

On the influence of variables influencer reviews (X2) to the purchase decision variable (Y) is shown from the value of the path coefficient of 0.017 with the P-values of $0.006 < 0.05$, it can be concluded that the influence of influencer reviews (X2) to the

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purchase decision (Y), which is positive and significant. Based on research on variables influencer review which has been distributed to 100 respondents, the researcher found that the average respondent answered yes from the statements given, especially in the statement "In my opinion influence has an interesting and very convincing speaking style to the audience", this indicates that influence has succeeded in convincing its followers to buy the products they are in review influencer aforementioned. This is in line with the results of previous research conducted by (Fakhira, et al., 2022), (Herman, et al., 2023), (Saputra, et al., 2024), and (Yuliansyah, et al., 2024). The results of the study show that influencer marketing positively affect the purchase decision. The existence of a common taste or experience that makes followers influence trust influence so that it can affect the purchase decision.

The Influence of Brand Image on Purchase Decision

The influence of the brand image variable (X3) on the purchase decision variable (Y) is shown from the path coefficient value of 0.266 with a P-value of $0.029 < 0.05$, so it can be concluded that the influence of brand image (X3) on the purchase decision (Y) is positive and significant. Based on research on variables brand image which has been distributed to 100 respondents, the researcher found that the average respondent answered yes from the statements given, especially in the statement "TikTok Shop is an easy-to-remember brand", this indicates that TikTok has succeeded in creating a feature that is easy for its users to remember. This is in line with the results of previous research by (Aeni & Ekhsan, 2021), (Arda & Andriany, 2019), and (Mendrofa, 2024) where the results of the study show that the brand image has a positive influence on purchase decisions, if brand image increase, then the purchase decision of consumers will also increase.

CONCLUSION

The conclusion that can be conveyed is that the variables of social media marketing (X1), influencer reviews (X2), and brand image (X3) each have a positive and significant influence on purchase decision (Y) on the TikTok Shop application in the city of Medan, meaning that if each variable of social media marketing (X1), influencer reviews (X2), and brand image (X3) increases, then the purchase decision (Y) will also increase and vice versa.

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