

An Analysis of Purchase Intentions for Cosmetic Products Using Tiktok Social Media Marketing

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ABSTRACT

It is impossible to separate the several digital platforms utilized in business marketing from the current environment. Tiktok, a digital platform that lets users upload videos, is one social media site that is seeing a sharp increase in users. According to data from the website data.goodstats.id, 112 million Indonesians use the Tiktok social media platform, ranking it second globally after 116 million users in the US. However, as part of the company's product marketing plan, Tiktok has not been utilized to its full potential in Indonesia. In light of these circumstances, the purpose of this study was to investigate and determine how Tiktok social media affects interest in purchasing cosmetics. This study employed a quantitative approach using a survey methodology. In the meantime, 100 students from three universities in the Bekasi Regency were given questionnaires to complete in order to collect data. The examination of the processed data reveals that interest in purchasing cosmetic products is influenced by Tiktok social media marketing.

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1. INTRODUCTION

Current information technology advancements have the effect of expanding public access to technology and enabling the tracking of global events through a variety of channels, particularly social media. Social media has developed into a promotional tool in addition to being a communication tool throughout time. Social media is currently being used extensively by business owners to promote their products. According to Zainal et al.'s perspective in a journal article titled *The Use of Social Media in Marketing MSME*

Products in Sidokumpul Subdistrict, Gresik Regency (2020), social media can also serve seven potential business purposes, such as identifying clients and exchanging information to determine the item being used. liked by clients, and shapes the business's image in their eyes. Cited from kumparan.com (retrieved at 20:35 on February 29, 2024) All offline firms have begun to go online in the digital age. wherein social media platforms like Facebook, Instagram, TikTok, and others are used for promotion instead of print media. In Indonesia, Tiktok has gained popularity. This is consistent with the 2023 data table for the nations with the highest TikTok user counts. website data.goodstats.id, With 112 million users, Indonesia ranks second in terms of the number of TikTok users in 2023. With 116 million users, the United States holds the top spot. Brazil comes in third with 84 million users, followed by Mexico with 62 million, Russia with 51 million, Vietnam with 50 million, the Philippines with 41.43 million, Thailand with 41.6 million, and Turkey with 31 million. Saudi Arabia comes in last with 28 million users. Even if Tiktok is an app that allows users to produce short videos, there is still a chance that it might develop into a commercial venture. According to Bintang Priyono and Dian Permata Sari's perspective in a journal article titled The Impact of Tiktok and Tiktokshop Applications on MSMEs in Indonesia (2023), people of all ages and different kinds of businesses are now beginning to understand Tiktok's application and trends and are using it as one of the social media platforms to advertise their businesses. In reaction to the "tiktok poison" phenomena, which has gained popularity since the epidemic, Bintang Priyono and Dian Permata Sari (2023) also noted that there is a distinct phenomenon about the degree of consumerism among students. TikTokshop is a new function that has been added to the TikTok app over time. This function enables online shopping using the application, according to the cnnindonesia.com website. Additionally, vendors can advertise their goods by posting brief videos. Sellers may use unique product promotional videos or incorporate them into other brief videos as part of their product marketing efforts. TikTok's widespread effect in today's society can also affect the psychology and perceptions of customers who make online purchases based on suggestions on the TikTok website.

Marketing on Social Media Social media, according to Cross (in Lukita et al., 2021:1), is a word used to describe a variety of technologies that bring people together to communicate, work together, and exchange ideas via digital messaging. Social media marketing, according to Zulfikar & Mikhriani (in Dennis & Rachman, 2021:3), is a strategy for advertising a company's goods or services on social media that involves social media users and serves as the objective of the promotional activity. According to Kusuma & Putri (in Dennis & Rachman, 2021:3), social media is a helpful marketing tool that helps businesspeople better understand relationships and satisfy the requirements and wishes of their clients.

Dimensions of Social Media Marketing Gunelius states that four factors are utilized as determinants for the success of social media marketing (Saifulloh & Sugeng, 2021:3): 1) material creation: the process of producing and disseminating material in a variety of formats in an effort to attract and engage an audience. In addition to pertinent, worthwhile, and engaging information that is appropriate for the target audience, the content can take the shape of text, photos, videos, podcasts, and infographics. 2) Content Sharing: Recognizing and promoting the work of fellow community members by showcasing it to the public is accomplished through sharing or reposting content produced by others in the social Web community. 3) Connecting: the practice of establishing and preserving relationships with individuals via social networks for both personal and professional objectives. connecting with individuals from around the globe in an effort to find common ground and build connections that may result in more lucrative business prospects. 4) Community building is a

strategy for establishing, fostering, and interacting with online communities of people who have like interests and objectives.

The desire of a customer to buy a product is known as buying interest (Jayabaya & Madiawati in Widya, 2022:2). In the Izzah & Novi Journal, 2023:6, Kotler and Keller define consumer purchase interest as a person's behavior when choosing to purchase a product based on experiences and ideas that generate strong motivation and a desire to fulfill needs by choosing, using, and consuming the product.

Purchase Interest Factors Tjiptono (in Izzah & Novi, 2023:6) states that the following factors influence buying interest: 1) Transactional interest, or a customer's propensity to purchase a product. Customers are already interested in a product before they buy it. 2) Referential interest, or the propensity to recommend and encourage others to purchase particular goods. 3) Preferential interest, or interest that characterizes a customer's actions when they prioritize a product. When something happens to the product, preferences can be modified. 4) Explorative interest, which refers to a consumer's constant search for details and favorable aspects of a specific product. Using the following research paradigm, this study seeks to ascertain how TikTok social media marketing affects consumers' desire to buy cosmetics: H_0 = Interest in buying products is impacted by TikTok social media marketing
 H_a = The interest in buying things is unaffected by TikTok social media marketing.

2. METHOD

This study's research methodology is quantitative in nature. Sugiyono (2019:8) defines the quantitative method as a positivist research approach that is used to study specific populations or samples, collect data using research tools, and analyze quantitative and statistical data in order to test the hypothesis.

3. RESULTS AND DISCUSSION

In this section, it is explained the results of research and at the same time is given the comprehensive discussion. Results can be presented in figures, graphs, tables and others that make the reader understand easily (Baier et al., 2019), (Flanagan et al., 2020). The discussion can be made in several sub-sections.

The information provided in this study is primary data. Female students from three universities in the Bekasi area participated in this survey as responders. There were 100 responders in all, split into three groups: STIAMI Cikarang Institute (25 participants), Pelita Bangsa University (50 participants), and LP3I Jakarta Polytechnic, Cikarang Campus (50 participants). One hundred female students were given a questionnaire that collected information on their identities and traits based on their age, occupation, and university of origin.

Table 1 Respondent's Age

Age	Number of Respondents
18-20	25
21-25	63
26-30	6
30-40	6

Source: Data processed by the author, 2024

Table 1 University of Origin

University of Origin	Number of Respondents
Universitas Pelita Bangsa	25
STIAMI Cikarang	25
LP3I Jakarta Kampus Cikarang	50

Sumber: Data processed by the author, 2024

The R value of each statement for the TikTok social media marketing variable is displayed in the above table and ranges from 0.326 to 0.667. This indicates that the R value is higher than the R table, which has a value of 0.1654. Consequently, every claim made in the TikTok social media marketing variable (X) is valid.

Table 3
Tiktok Social Media Marketing Validity Test (X)

Variabel	Variabel	R Hitung	R Tabel	Keterangan
Marketing Social Media Tiktok (X) Item Question	X1.1	0,474	0,1642	Valid
	X1.2	0,578	0,1642	Valid
	X1.3	0,667	0,1642	Valid
	X1.4	0,655	0,1642	Valid
	X1.5	0,507	0,1642	Valid
	X1.6	0,468	0,1642	Valid
	X1.7	0,621	0,1642	Valid
	X1.8	0,519	0,1642	Valid
	X1.9	0,637	0,1642	Valid
	X1.10	0,577	0,1642	Valid
	X1.11	0,568	0,1642	Valid
	X1.12	0,576	0,1642	Valid
	X1.13	0,496	0,1642	Valid
	X1.14	0,515	0,1642	Valid
	X1.15	0,587	0,1642	Valid
	X1.16	0,581	0,1642	Valid
	X1.17	0,585	0,1642	Valid
	X1.18	0,651	0,1642	Valid
	X1.19	0,357	0,1642	Valid
	X1.20	0,326	0,1642	Valid

Source: Data processed by the author, 2024

The R value of each statement for the TikTok social media marketing variable is displayed in the above table and ranges from 0.326 to 0.667. This indicates that the R value is higher than the R table, which has a value of 0.1654. Consequently, every claim made in the TikTok social media marketing variable (X) is Valid.

Table 4
Purchase Interest Validity Test

Variabel	Butir Pertanyaan	R Hitung	R Tabel	Keterangan
Purchase Interest	Y1.1	0,784	0,1654	Valid
	Y1.2	0,785	0,1654	Valid
	Y1.3	0,833	0,1654	Valid
	Y1.4	0,786	0,1654	Valid
	Y1.5	0,819	0,1654	Valid
	Y1.6	0,756	0,1654	Valid
	Y1.7	0,789	0,1654	Valid
	Y1.8	0,566	0,1654	Valid
	Y1.9	0,602	0,1654	Valid

Source: Data processed by the author, 2024

Berdasarkan tabel di atas menunjukkan nilai R Hitung dari tiap pernyataan untuk variable pemasaran media social tiktok, berkisar antara 0,602 – 0,833 yang mana menunjukkan hasil bahwa R Hitung lebih besar dari pada R table yang memiliki nilai ATRABIS: Jurnal Administrasi Bisnis Vol. 10 No. 2 Desember 2024 246 0,1654. Dengan demikian, seluruh pernyataan pada variable minat beli (Y) bersifat valid.

Reliability Test

Table 5
Reliability Test

Variabel	Cronbach alpha	Criteria	Note
Social Media Marketing	0,872	>0,60	Reliabel
Purchase Interest	0,901	>0,60	Reliabel

Source: Data processed by the author, 2024

Each variable's Cronbach alpha value, as shown in the above table, is greater than 0.60; an instrument is considered dependable if its Cronbach alpha value is greater than 0.60.

Classical Assumption Test

To make sure the estimate is accurate and consistent, the traditional assumption test is carried out prior to the hypothesis test. It also guarantees that the regression equation is appropriate. Three traditional assumption tests are performed: the linearity, heteroscedasticity, and normalcy tests. It is essential to know if the data is normally distributed in order to get reliable findings from the classical assumption test.

If the results of the Kolmogorov-Smirnov test are greater than 0.005, the Normality Test can be used to identify normally distributed data from a normal population. With a normality test score of 0.109, the data is presumed to be normally distributed and the findings satisfy the requirements.

The heteroscedasticity test is used to determine whether there is variance inequality between the regression model's residual observations. The Glejser test is used to perform this test. If the significance value is higher than 0.05, the Glejser test can conclude that there is no relationship between the residual variance of one observation and another in the

regression model. There is no heteroscedasticity in this investigation, according to the significance value of 0.821.

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Table 6
Classical Assumption Test

Information	Significance Value	Status
Normalitas Test	0,109	Pass
Heteroskedastisitas Test	0,821	Pass
Linearitas Test	0,554	Pass

Source: Data processed by the author, 2024

Regression Test

The link between the independent variable (X) and the dependent variable (Y) is explained in functional form using a straightforward linear regression test.

Table 7
Regression Test

Model	Unstandardized Coefficients		Standardized	t	Sig.
	B	Std.Error	Beta		
(Constant)	2.419	3.905		.620	.537
Tiktok Social Media Marketing	.154	.059	.245	2.630	.010

Source: Data processed by the author, 2024

The results of this test produce the equation:

$$2,419 + 0,154X_1$$

The obtained constant value is 2.419, indicating that the dependent variable has a value of 2.419 if the independent variable has a value of 0 (constant). Variable X has a positive (+) regression coefficient value of 0.154, meaning that if it rises, so will variable Y, and vice versa.

Hypothesis Testing

Tabel 8
Hypothesis Testing

Model	Unstandardized Coefficients		Standardized	t	Sig.
	B	Std.Error	Beta		
(Constant)	2.419	3.905		.620	.537
Pemasaran Media Sosial Tiktok	.154	.059	.245	2.630	.010

Source: Data processed by the author, 2024

It is determined that there is a substantial influence if the significance value is less than 0.05. Given that variable X's significance value is $0.010 < 0.05$, it can be concluded that variable X influences variable Y.

Coefficient of Determination Test

From the data processing results, the following results were obtained:

Table 9
Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std Error of the Estimate
1	.672	.451	.440	4.667

Source: Data processed by the author, 2024

According to the result above, the TikTok social media marketing variable (X) contributes 45.1% to purchase interest (Y) with a R Square value (determination coefficient) of 0.451. Other factors that were not examined have an impact on the remaining 54.9%.

4. CONCLUSION

With a R Square value (determination coefficient) of 0.451, the results of this study describe the influence of tiktok social media marketing (X) on purchase interest (Y) of 45.1%, according to the discussion of the analysis's findings regarding the relationship between tiktok social media marketing and purchase interest. Other factors that were not examined have an impact on the remaining 54.9%.

According to this survey, businesses should focus on Tiktok as a social media channel for marketing.

To make the approach more thorough, it is advised that businesses now employ social media in addition to TikTok as part of their current marketing strategy.

Further research is anticipated to employ a new theoretical framework in order to determine the influence of social media on product purchase interest, given the limits in variables resulting from other components that have not been explored, which amount to 54.9%.

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