



THE EFFECT OF PROMOTION IN TIKTOK SHOP ON PURCHASE DECISIONS BY STUDENTS IN MEDAN

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Abstract: *The primary objective of this study is to describe how Tiktok media influence product purchase decisions by Medan students. This study employs survey techniques in a quantitative manner. A purposive sampling technique was used to select a sample of 100 respondents who had been identified as social media users of Tiktok and who had previously made purchases from the Tiktok shop. The Linkert Scale is used to calculate the data score, and questionnaire links are distributed online through Google Forms for data collection. Based on the results of the t-test and model summary using a simple linear regression model, where consumers are still considering several things before deciding to purchase a product on Tiktok, that's because Tiktok shop competes with other online shopping platforms that also provide promotions in the form of discounts and free shipping programs.*

Keywords: *Promotion, Tiktok Shop, Student*

I. INTRODUCTION

Internet technology in the business industry has changed consumer buying behaviour. One of the changes that is very fast and adaptable is buying and selling online. The development of technology can affect shopping activities. Generally, buyers come directly to the store or mall. But now shopping can also be done from home using a cell phone. The goods purchased will be sent directly to the house by the courier, this method is called e-commerce. E-commerce itself has the meaning of a place where goods or services are sold or purchased via the internet with the aim of ordering and receiving goods or services that can be ordered online. E-commerce also provides various conveniences for the process of buying and selling transactions.

The use of social media marketing makes business people prefer to do promotions through online media compared to conventional promotion processes such as putting up banners on the side of the road. 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 so many benefits that are felt when interacting 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. Nowadays, the widespread use of the Tiktok application as a marketing medium has become 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 company ByteDance. The platform is a place to express creativity through videos that create a genuine, inspiring and fun experience. With music, filters, and other creative tools, TikTok users can make short videos. What compels TikTok stand apart from the opposition is that this diversion application permits everybody to turn into a maker in light of its straightforwardness and simplicity. TikTok has been around for nearly five years, having launched in September 2016.

Currently, the Tiktok application has been downloaded by more than 188 million people. Based on the observation of the phenomenon that Tik Tok social media is currently in great demand by teenagers. Along with the number of Tiktok users, this application is in great demand because it can relieve fatigue, drive away boredom, provide entertainment and fill spare time as well as a place for self-actualization



such as making video content that unique so that it can become viral and has the highest number of viewers, it will automatically appear on the pages of other tiktok users. This trend is what ultimately makes tiktok develop into a social media that also provides online sales and buying services.

Tiktok social media is believed to be effective in displaying products or goods being promoted because it is clearly visible through videos. Besides that, tiktok also has hundreds of thousands of users around the world, it is undeniable that your product will be known by all circles, not only the younger generation who play tiktok, all kinds of businesses have used this application to promote their products and many have succeeded. Putting something in the consumer's mind and encouraging them to take action is the essence of advertising. Advertising activity frequently results in an immediate sale, though many sales occur in the future. Thus, it can generally be said that advertising's goal is to boost profitable sales. (Monica, E., Dharmmesta, B. S., & Syahlani, S. P. (2017)). Promotions are a way to introduce a product or service, convey its benefits, and encourage customers to use it by linking them to purchasing decisions. (Arli, D., Tan, L. P., Tjiptono, F., & Yang, L. (2018)). Choosing whether or not to buy is a process in a real purchase. According to Febriana, M., & Yulianto, E. (2018), Cultural, social, personal, and psychological factors have a significant impact on buyers' purchasing decisions. The majority of these are things marketers can control, but they really need to be taken into consideration. (Swastha and Handoko, 2018).

A high number of consumer purchases can lead to a large number of sales, increasing the company's profits. For the organization to accomplish high benefits, the organization should consider buyer buying choices for these products/administrations. In a competitive market, a company can outperform its rivals and generate profits for itself if it is able to sway customers into making purchases and conduct consumer research to determine pricing, product quality, and the effects of advertising and promotions. With the tightening of the market, there must be a way to beat the competition by offering products that can meet the needs and wants of customers and get them to buy them. Customers see that the price can or cannot satisfy them in addition to the satisfying products. The issue is whether Tik Tok can influence consumer purchasing decisions as a promotional medium.

Based on the preceding explanation, the author is interested in examining the impact of Tiktok Shop promotion on student purchasing decisions in Medan. This research is based on the number of tiktok users among teenagers. So, the authors are interested in reviewing further about the facts in the field regarding the influence given by the tiktok application on the purchasing decisions of students in the city of Medan.

II. REVIEW OF LITERATURE

2.1 Definition of Promotion

Through advertising, self-selling, and promotion, promotion is an element used to advertise and attract new products or services to the company. Promoting products helps bridge the gap between manufacturers and consumers.

Kotler and Keller (2016; 47) state that promotion is the process of highlighting a product's benefits to potential buyers and encouraging them to purchase it.

2.2 Purchase Decision

Purchasing decisions are a process carried out by consumers, namely seeking information about products and evaluating the product properly as an alternative, so that later consumers make purchasing decisions on products that have been determined (Tjiptono, 2012). The relationship between the use of social media as a marketing tool and purchasing decisions is closely related to each other. It can be said that marketing activities using social media are a stimulus to consumers in order to make a purchase of a product. Through social media, companies get benefits such as access to information dissemination



more quickly, flexibly, or efficiently, influencing consumers to buy products with attractive visual content displays, attracting new consumers, or increasing the quantity of production.

In determining the product purchase decision-making process, according to (Kotler, 2006) there are 5 stages that consumers do when making the purchasing decision process, namely:

a) Recognition of Needs

The process by which consumers can understand their needs, so that unnecessary needs can be temporarily postponed and immediate needs must be met first.

b) Information Search

Consumers who already know what their needs are will seek as much information as possible about the product or brand.

c) Alternative Selection

After searching for information about the product needed, consumers begin to evaluate the several alternative choices that have been sought.

d) Purchase Decision

At this stage the consumer performs the final process of selecting and buying the product that has been selected.

e) Behaviour After

Buying After making the process of buying a product, consumers will go through the level of satisfaction or dissatisfaction that is felt when using the product.

2.3 social media

Social Media is a digital marketing tool that can reach all groups and is easily accessible. Social media can be used to exchange information with other users, build relationships, and create community groups at a relatively affordable cost.

Van Dijk (In Nasrullah, 2015) said that social media is a platform that focuses on its use that can promote activities and collaboration.

2.4 Tiktok

Tiktok is a social media platform founded by Zhang Yiming. he is an alumni software engineer from Nankai University and created the technology company By tedance in March 2012. This application provides unique and interesting special effects, and users like musk, so users can use it to create content dancing, singing, providing information and even promoting a product.

III. RESEARCH METHODS

The study employs a quantitative research strategy, which can also be interpreted as a strategy for putting theories to the test, establishing facts, and evaluating predetermined hypotheses (Sugiyono, 2008). The study examined the use of Medan's Tiktok social media as a promotion Media .The sample consists of 100 respondents, who are product buyers or consumers who use tik tok as a promotional Media. While a questionnaire is used as a data collection technique and a survey is used as a research instrument. The process of distributing the questionnaire is online using the Google Form application feature. The distribution is by using a questionnaire link which is then distributed through several social media applications including Whatsapp, Instagram, and other social media. In this study, the researcher used a questionnaire as a research instrument. According to (Sugiyono, 2008) the research instrument is a tool used to collect data which will later be used in measuring the events of the social reality under study. As a supporter of data processing from the questionnaire, the researcher used the SPSS version 25 application program to test the data that had been obtained by the researcher.

There are 2 variables in this study, namely the independent variable X (the use of Tiktok shop promotions) and the dependent Y variable (purchase decisions). For the question items, there are 20



question items by calculating 10 items in each variable using the rules of favorable and unfavorable items in order to have a feasibility level in the research instrument. In this study also used a Likert Scale calculation (1-5) on the results of the research instrument (Sugiyono, 2008).

3.1 Research Data Analysis

The research data analysis conducted by the researcher is a simple linear regression analysis technique that aims to find out the effect of the independent X variable (the use of Tiktok shop promotions) on the dependent Y variable (purchase decisions). Before carrying out the analysis technique, the researcher conducted several tests from the results of the research instrument data obtained as follows:

a. Validity test

The purpose of this test is to ascertain whether the research instrument is of high or low validity. In testing the validity of this study using the SPSS version 25 application program with the Bivariate Pearson correlation formula.

Table 1. Result of Validity Test of Variable X and Variable Y

Variable	Item Number	Results	Number of Items
Use of Tiktok shop promotions (X)	1-10	Valid	10
Purchase Decision (Y)	11-20	Valid	10

Source: Researcher Data Processed Results, 2022.

Based on the testing results presented in table 1, the testing results of the data on the validity test with the SPSS version 25 program all $r_{\text{Count}} > r_{\text{Table}}$ 0.1966 ($100 - 2 = 98$, 5% significance) and the entire significance value of all question items < 0.05 (Raharjo, 2017). As a result, it is possible to draw the conclusion that each and every one of the question items regarding the variables of social media use and purchasing decisions is considered to be valid.

b. Reliability Test

This test aims to determine the consistency of the questionnaire or questionnaire used as a research data collection instrument so that the measuring instrument can be trusted. The following are the results of the calculation of the reliability test using the Cronbach's Alpha formula. on the question of social media variables and purchasing decisions:

Table 2. Reliability Test Results

No	Reliability	Cronbach's Alpha	N Items
1.	Use of Tiktok shop promotions (X)	.615	10
2.	Purchase Decision (Y)	.620	10

Source: Researcher Data Processed Results, 2022.



Based on the testing results presented in table 2, the data from the reliability test's results with the SPSS version 25 program. The social media variable's Cronbach's Alpha value is $0.615 > 0.60$. While the purchasing decision variable's Cronbach's Alpha value is $0.620 > 0.60$ and it can be said that it meets the criteria, namely > 0.60 (Raharjo, 2017). So, that it can be concluded that all of the question items from the two variables can be used in research instruments and are reliable.

c. Normality test

This test can be said to be one of the classical assumption tests aimed at testing whether the research data has been distributed or distributed normally or not.

Table 3. Results of Normality Tests

One-Sample Kolmogorov S		N	100
Normal Parameters, b	mean	.0000000	
	Std. Deviation	4.02084794	
Test Statistics		.073	
asymp. Sig. (2-tailed)		.200c,d	

Source: Researcher Data Processed Results, 2022.

The normality test, which was carried out with the SPSS version 25 application program and employed the One-Sample Kolmogorov Smirnov method, the test results (Asymp.Sig) is 0.200 due to the fact that the significance level is greater than 0.05, these results indicate that the data were distributed normally. (Raharjo, 2017).

d. Linearity Test

The linearity test is one of the old-style supposition tests which expects to decide the direct idea of the connection between the X variable and the Y variable. In the linearity test of this study, the researcher will use the Test for Linearity method.

Table 4. Linearity Test Results

ANOVA Table	Mean Square	F	Sig.
linearity	300,224	19,639	.000
Deviation from Linearity	21.782	1.425	.147

Source: Researcher Data Processed Results, 2022.

Based on the results of testing the data in table 4, the result of the value of the linearity significance is 0.147 indicating that the obtained value exceeds the significance level of 0.05 (Raharjo, 2017). As a result, it is possible to draw the conclusion that there is a linear relationship between the X variable of Tiktok shop promotions with the Y variable of purchasing decisions.



IV. RESULTS AND DISCUSSION

4.1 Result

The results of this study, which included 100 students and Tiktok social media users who have purchased Tiktok shop account products that have met the criteria of the research sample based on purposive sampling technique. The time for data collection was carried out for 10 days with an interval of October 24, 2022 to November 2, 2022. The following is a description of the research results obtained:

a. Variable Description

In the description of variable X and variable Y, the researcher refers to the Durianto formula (Sudjanarti, 2020) with a scale range of 0.8 with an interval of 1-5. The researcher also uses the mean formula which later results from the average calculation according to the criteria on an interval scale. The following are the results of data processing from each variable:

Table 5. Descriptive Variable X

No	Dimension	mean	Criteria
1.	<i>Tiktok Promotion Frequency</i>	3.51	Well
2.	<i>Tiktok Promotional Appeal</i>	3.89	Well
3.	<i>Tiktok Promotion Completeness and Clarity</i>	3.92	Well
4.	<i>Tiktok Promotion Feedback</i>	3.89	Well

Source: Processed Results of Researcher Data, 2022.

From the processed research description data in table 5, the mean value on the 4 dimensions of the indicator variable X has good criteria. Where product promotion in the use of marketing through Tiktok social media is quite good in various ways such as the introduction of good product branding, the attractiveness of content that is already very good with the concept of interactive content, and clarity in writing content descriptions on Tiktok social media. The completeness and clarity of a product that is promoted on Tiktok social media is good in the eyes of consumers, so good promotional feedback also increases the selling power of products through Tiktok social media.

Table 6. Descriptive Variable Y

No	Dimension	mean	Criteria
1.	<i>Product Needs Introduction</i>	3.85	Well
2.	<i>Product Information Search</i>	3.24	Currentl y
3.	<i>Product Alternative Selection</i>	3.13	Currentl y
4.	<i>Product Purchase Decision</i>	3.95	Well
5.	<i>Behavior After Product Purchase</i>	3.5	Well

Source: Processed Results of Researcher Data, 2022.



From the processed research description data in table 6, the mean value of the 3 dimensions of the Y variable indicator has good criteria. Where that for indicators of need recognition, purchase decisions and behavior after purchase are quite good and relate to the current situation where consumers are satisfied and all the needs, they need can be fulfilled properly through Tiktok social media. However, for 2 dimensions, namely information search and alternative choices made by consumers, it is still not good. Where consumers are still considering several things before deciding to buy products on tiktok, besides that, there are also many other online shopping platforms that provide promotions in the form of discounts and free shipping programs.

b. Results of a Simple Linear Regression Test

The objective of the simple linear regression test is to determine the relationship between the dependent variable Y (purchase decisions) and the independent variable X (use of Tiktok shop promotions). The results of a straightforward linear regression test using the SPSS version 25 application program (Determinant Test and Correlation Test) can be found below.

Table 7. Determinant Test Results or Model Summary

Model	R	R Square	Adj. Square	Error of the Estimate
1	.397a	.259	.149	4.051
a. Predictors: (Constant), Tiktok Social Media				
b. Dependent Variable: Purchase_Decision				

Source: Processed Results of Researcher Data, 2022.

Based on the table 7 summary model or the determinant table above, the coefficient of determination is obtained at the value of R = 0.397 which means and the magnitude of the correlation value R Square = 0.259 or it can be interpreted that the variable of Tiktok social media use has an effect of 25.9% purchasing decision variable.

Table 8. Results of the Regression Feasibility Test

Model	Sum of Squares	Mean Square	F	Sig.
Regression	300,224	300,227	18,271	.000b
Residual	1608.537	16,414		
Total	1908,756			

Source: Researcher Data Processed Results, 2022.

In view of the consequences of information handling in table 8, the relapse plausibility test with the SPSS form 25 program should be visible that the worth of Sig. (significance) is 0.00, which indicates that there is an influence between two variables and that the value is below the significance level of 0.05. This indicates that the regression test is considered to be feasible. (Raharjo, 2017).

c. Results of Hypothesis Tests

The t-test, which is used to determine the effect of the independent variable simultaneously with the dependent variable, will be used for the hypothesis test in the subsequent research. The following is how the hypothesis was determined:

- a) Ho : There is no effect of using Tiktok shop promotions on consumer purchasing decisions.



b) H_a : There is an influence from the use of Tiktok shop promotions on consumer purchasing decisions.

Table 9. Hypothesis Test Results

Coefficient	B	Std. Error	Beta	t	Sig.
(Constant)	20,456	3.367		6.076	.000
Tiktok Social Media	.402	.094	.397	4.279	.000

a. Variable Dependent:Purchase_Decision

Source: Researcher Data Processed Results, 2022.

In order to test the hypothesis and collect data for table 9, It is apparent that the t value of 4.279 is greater than the t-table value of 1.980 by calculation (n-2 or 100-2). So that can be interpreted there is the influence between the independent variable (X: social media Tiktok) on the dependent variable (Y: purchasing decisions) (Raharjo, 2017) While calculation on table the coefficient obtained from t The significance level is 0.05 and the significance value is 0.000 for smaller values. This indicates that students in the city of Medan's purchasing decisions are influenced by the variables of using Tiktok social media. Basis for decision making (Raharjo, 2017):

- a) If the significance level < 0.05, then H_a is accepted and H_0 is rejected.
- b) However, H_0 is accepted and H_a is rejected if the significance value > 0.05.

4.2 Discussion

In the findings of the test that was carried out as part of the research that sought the influence of the independent variable on the use of Tiktok social media promotions with the dependent variable on product purchase decisions by students in Medan.

The results of the t test for simple linear regression indicate with the results of t count (4.279) > t_{table} > (0, 1980) and a number with significance of 0.000 < 0.05. From this test, it can be said that the effect that occurs is very significant and the results of hypothesis testing in this study H_0 is rejected and H_a is accepted, or it could mean that the use has an effect of Tiktok media promotions on product purchasing decisions made by consumers, namely students in Medan who have an influence positive.

Meanwhile, from the analysis of the test results of the determinant coefficient between 2 variables, namely social media and purchasing decisions, it can be obtained that the correlation value of R Square is = 0.259 or 0.259 x 100% = 25.9%. Thus, the magnitude of the effect of using can be seen in a straightforward linear regression model Tiktok social media is 25.9% and the remaining 84.3% is influenced by factors that were not included in the regression model. From these results, the low influence can also be related to the results of the calculation of good or low dimensions in table 5 and table 6 of the descriptive variables of social media use or purchasing decision variables.

From the variable indicators of the use of tiktok social media promotions described, that for the 4th dimension the indicator variable X has good criteria. Where product promotion in the use of marketing through Tiktok social media is quite good in various ways such as the introduction of good product branding, the attractiveness of content that is already very good with the concept of interactive content, and clarity in writing content descriptions on Tiktok social media. The completeness and clarity of a product that is promoted on Tiktok social media is good in the eyes of consumers, so good promotional feedback also increases the selling power of products through Tiktok social media.

Meanwhile, from the indicators of the purchasing decision variables presented, where the 3 dimensions of the Y variable indicator have good criteria. Where that for indicators of need recognition, purchase decisions and behavior after purchase are quite good and relate to the current situation where consumers are satisfied and all the needs, they need can be fulfilled properly through Tiktok social media. However, for 2 dimensions, namely information search and alternative choices made by



consumers, it is still not good. Where consumers are still considering several things before deciding to buy products on tiktok, that's because there are many other online shopping platforms that provide promotions in the form of discounts and free shipping programs.

From previous research regarding the use of Tiktok social media as a marketing tool in the fashion sector, such as research from (Nahari, A 2021) the result shows that the effect of using tiktok @erigo.store social media on purchasing decisions for Erigo products" where "the effect of using tiktok @erigo.store social media on purchasing decisions for Erigo products" where "the effect of using tiktok @erigo.store social media on purchasing decisions for Erigo products" where "the effect of using tiktok @erigo.store social media on purchasing decisions for Erigo products"

Based on Martini L. (2021) also conducted related research on "the influence of tik tok promotional media on consumer purchasing decisions."It was discovered that culinary product purchases were influenced positively by Tik tok media promotion.A t-count value of 2.752 and a significance level of 0.014 were used to test the hypothesis that the use of Tiktok media for easily recognizable products affected consumers' decisions to buy culinary products, as shown in Table 5.If the significance value is less than Los (level of significance) 0.05 (=5 percent), then H0 is rejected (0.014 0.05), indicating that the use of Tiktok media has a significant positive impact on culinary product purchasing decisions.

Thus, based on this research, it can be seen that Tiktok in promoting its products is easier to recognize there is a tendency for purchasing decisions by students in the city of Medan. So that it is stated that using the TikTok shop media as a means of promoting easily recognizable products has a positive effect on product purchasing decisions by students in the city of Medan.

V. CONCLUSION


The conclusions that can be drawn from the analysis and processing of the data from the study that was carried out to ascertain the effect of Tiktok social media promotion activities on product purchasing decisions made by students in Medan can be summarized as follows:

Promotion through social media Tiktok has an impact on the product purchasing decisions. It is known by the results of a simple linear regression t test with the t count results (4.279) > t table > (0, 1980) and a significance number of 0.000 < 0.05. From this test, it can be said that the effect is very significant In this study, the results of the testing of the hypothesis show that Ha is accepted while Ho is rejected, or it can be interpreted that there is an influence from Tiktok media promotion on product purchasing decisions by students in Medan."

While the analysis of testing the determinant coefficient between 2 variables, namely promotion and purchasing decisions, it can be obtained that the correlation value of R Square is = 0.159 or 0.159 x 100% = 25.9%. So that the magnitude of the influence can be seen in a straightforward linear regression model of Tiktok social media promotion is 25.9% and the remaining 74.2% is influenced by other factors outside the regression model. As a result, it is possible to draw the conclusion that students in Medan's purchase decisions are largely unaffected by Tiktok social media promotion.

Marketing through the use of Tiktok social media is good where the 4 dimensions of the indicator variable X have good criteria. Where product promotion in the use of marketing through Tiktok social media is quite good in various ways such as the introduction of good product branding, the attractiveness of content that is already very good with the concept of interactive content, and clarity in writing content descriptions on Tiktok social media. The completeness and clarity of a product that is promoted on Tiktok social media is good in the eyes of consumers, so good promotional feedback also increases the selling power of products through Tiktok social media.

Meanwhile, from the indicators of the purchasing decision variables presented, where the 3 dimensions of the Y variable indicator have good criteria. Where that for indicators of need recognition, purchase decisions and behaviour after purchase are quite good and relate to the current situation where consumers are satisfied and all the needs, they need can be fulfilled properly through Tiktok social



media. However, for 2 dimensions, namely information search and alternative choices made by consumers, it is still not good. Where consumers are still considering several things before deciding to purchase a product on tiktok, that's because there are many other online shopping platforms that provide promotions in the form of discounts and free shipping programs.

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