

THE INFLUENCE OF PERSUASIVE MESSAGES FROM INFLUENCERS ON THE TIKTOK APP ON CONSUMER BUYING INTEREST

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ABSTRACT

The communication medium that is currently a trend among the public is the TikTok application. Currently, the term is also known to be given to someone who is considered capable of influencing the thoughts and actions of other people around him, namely an influencer. An influencer usually has quite a lot of followers on their social media and is generally able to influence the thoughts and actions of his followers to follow the influencer. Not only as an entertainment medium, the TikTok application is currently also developing into a medium for trading or marketing a product. In this study, the writers aim to find and understand the effect of persuasive messages conveyed by an influencer on consumer buying interest. For research methods, this study uses quantitative research and to collect data, this study uses survey methods by distributing questionnaires to generation Z who live in DKI Jakarta (Indonesia) as the city that has the number one highest number of purchases of goods via the internet. The participants in this study were 113 Generation Z living in Jakarta. The results of this research revealed the influence of influencer persuasive messages on consumer buying interest by 22.7%, and other factors influence the other 77.3%.

Keywords: Persuasive message, consumer buying interest, influencer, tiktok, generation z

1. PREFACE

Social creature is a term for humans that humans need to interact and relate to other humans to survive. Communication occurs when a human interacts with other humans either directly or indirectly. Communication is a process where someone (the communicator) conveys or provides stimuli which are generally in the form of verbal symbols to change the attitudes and behavior of others (communicants) [1]. Harold Lasswell stated that in communication, there are five elements that are generally expressed by the following expression: who, which means who gives the message. Then says what, by what meaning is the message conveyed by the communicator. In which channel means through what medium or media the message is channelled. The message is delivered to whom, meaning to whom (can be individuals or groups). And finally, with what effect? namely what effect occurs after the message is delivered (5W Model) [2].

Persuasive communication aims to influence, change, or provide stimulation to the behavior, attitudes, and beliefs of the communicant so that they voluntarily act by the expectations of the communicator [3]. It can be said that persuasive communication is the process of leading the communicant to accept ideas or ways of thinking without coercion from the communicator. Meanwhile, according to Vik & Gilsdorf, persuasive messages are messages that, when delivered by communicators, are intended to be able to change the behavior, beliefs, attitudes, or opinions of organizations and individuals who are targets of communicators [4].

According to Melissa Ashman, Persuasive messages are the core messages that attract, inform, convince, or trigger an action [5]. Persuasive messages can be in the form of writing or words

from the communicator that can influence the communicant to respond or take action according to the message conveyed by the communicator.

The key to building a compelling persuasive message is using AIDA [5] [6] [7] [8] [9] which is divided into four parts, namely; Attention (making the message to be conveyed attractive and prominent in the eyes of the communicant and making the communicant voluntarily give his time to listen to the message conveyed), Interest (Building the communicant's interest in the message conveyed by paying attention to what the needs and desires of the intended communicant are), Desire (discussion discusses questions that arise or have never even occurred to the communicant after listening to messages from the communicator), and Action (providing information about how and where the communicant can perform these actions).

The development of technology in this era has allowed an individual to interact with other individuals via the internet. There are no limits on distance and time in communicating. The media used by humans to interact via the internet is called social media. The TikTok application is one of the many social media that is currently becoming a trend in the community, especially in Indonesia with 205.4 million downloads in the second quarter of 2021 [10]. With most active users among Generation Z ranging in age from 18-24 years [11], making TikTok a very appropriate medium to attract people's attention to an issue or topic that you want to disseminate to the public. An influencer is a term for people who can influence someone's thinking [12].

The ability of an influencer to influence one's thinking, currently influencers on social media are considered the best promotional tool for business practitioners to get potential customers. The ability of influencers to influence their followers to buy the products they promote and also attract people's attention through social media makes influencers one of the strategies of business practitioners in increasing buying interest in their products. Buying interest in the opinion of Kotler and Keller is a form of consumer behavior in sorting and choosing, using, and consuming, or even in wanting a new product offered to him [13].

Buying interest according to Kotler and Keller is the emergence of behavior from a consumer in response to an object by showing a desire to buy the object [14] Ferdinand argues that buying interest can be identified from four indicators, namely [15]: Transactional interest (referring to the behavior of someone who has a tendency to buy a product), referential interest (referring to the behavior of someone who likes to provide interesting references from a product to others), preferential interest (the tendency of a person's behavior in choosing a product, namely only choosing a product). which has been chosen to be the main choice and this can change only if something bad happens to the product of his choice), and exploratory interest (the tendency of a person to seek positive information to support the product of his choice).

In this study, the researchers determined two problem formulations based on and based on the background of this study, namely whether there is an influence of persuasive messages from influencers on the TikTok application on consumer buying interest and the second problem formulation is how much influence the persuasive messages from influencers have on the application. TikTok to consumer buying interest. The null hypothesis of this study was that the influencer's persuasive message had an effect on consumer buying interest, and the alternative hypothesis of this study determined that the influencer's persuasive message had an effect on consumer buying interest.

The grouping of Generation Z is based on the similarity of vulnerable years of birth, location, and also events that significantly affect the lives of this generation. According to Bencsik and Machova, the generation that grew up in the era of internet development and increasingly advanced technology has a fast ability to access information and is also considered very fast in responding to the information it receives [16].

2. RESEARCH METHODS

The researcher used a survey method to collect data in conducting this research. Surveys are research methods that usually use questionnaires and interviews in collecting data which are given to samples in the form of people, then the data will represent a certain population according to research interests [17]. The population used is Generation Z, an age range of 18-24 years in Jakarta. At the time of sampling, the researcher used a non-probability sampling technique, namely accidental sampling. Accidental sampling is a sampling technique where the sample is taken based on chance, or it can be interpreted that anyone who intentionally or does not meet with the researcher can be used as a sample in the study as long as it still meets the research requirements and criteria [18]. In this study, researchers took a sample of 113 people. In determining the number of research samples, the researcher follows the opinion of Hair et al [19] who argues that in research using SPSS analysis techniques, the minimum representative sample is 100-200 respondents.

The primary data in this study were sourced from questionnaires that were distributed and answered by Generation Z who live in Jakarta. The researcher conducted a validity test to measure whether the questionnaire used is valid or valid in this study [20]. Researchers also conducted a reliability test to measure a questionnaire that indicates a variable or construct. Furthermore, it is also necessary to know the distribution of the distribution value of the data in a data group or also called a variable. Therefore, researchers also conducted a normality test to measure it [21].

At the time of processing and also analyzing the data, the researcher conducted four tests. The first test, the researcher conducted a correlation coefficient test to determine whether there was a relationship between the X variable (persuasive message) and the Y variable (buying interest). Second, the researcher tested the coefficient of determination to find a measure of the model's ability to show the influence of the persuasive message variable simultaneously (simultaneously) influencing the buying interest variable as indicated by the value of the adjusted R-Squared [22]. Then the third test that the researchers did was a regression test which examined the relationship between the buying interest variable and the persuasive message variable. Then in the last test, the researcher also conducted a t-test in finding out the effect of the persuasive message variable on the buying interest variable [23].

Table 1
The Operationalization of Concepts or Variables

<i>Variable</i>	<i>Dimension</i>	<i>Indicator</i>	<i>Scale</i>
(X) Communication Model AIDA on Persuasive Message Indicator (Ashman, 2018; Wrench, 2015; Smith, 2019; Williams, 2020; Bullard, 2019)	1. Attention – Getting Opening	1. Watching videos on TikTok that relevant to yourself, such as things you like and are interested in 2. Watching videos on TikTok that provoke curiosity, and contain things you feel you need to know	Likert
	2. Interest-Building Body	1. Watching TikTok videos until the end or even repeat the video several times because it is considered very interesting 2. Feel the need to know the explanation and benefits of watching TikTok videos	Likert
	3. Desire-Building Details and Overcoming Resistance	1. Get the answers to questions that pop up in your mind after watching TikTok videos to the end 2. Feel confident that the reviews or answers given in TikTok videos are right	Likert
	4. Action-Motivati ng Closing	1. Get the information about what to do at the end of the TikTok video 2. Motivated to do the things that said in the TikTok videos	Likert
<i>Variable</i>	<i>Dimension</i>	<i>Indicator</i>	<i>Scale</i>
(Y) Buying Interest Indicator (Faradiba, 2013; Wonok & Loindong, 2018; Salim & Widaningsih, 2017; KBBI, 2016)	1. Transactional Interest	1. Prefer to buy products that have already been purchased 2. Tend to buy the same product in the long period 3. Tend to want to buy a product as soon as you know about it	Likert
	2. Referral Interest	1. Likes to share information about the products that liked 2. Tend to persuade others to buy the same product as yourself	Likert
	3. Preferential Interest	1. Prioritize buying products that have been purchased even though there are other new product options 2. Prefer products that have been used rather than trying new products	Likert
	4. Explorative Interest	1. Tend to look for detailed product information first before making a purchase 2. Tend to seek new information about products that have been loved since the beginning 3. Often look for detailed positive information that can support the superiority of the product you are looking for	Likert
Number of Questions		18 Questions	

3. RESULT AND DISCUSSION

After conducting this research, it can be seen that from the total number of respondents as many as 113 respondents, there are 11 respondents (9.7%) with male gender and 102 respondents (90.3%) with female gender and 42 respondents (37.2%) having their address in Jakarta. East, 18

respondents (15.9%) have their address in West Jakarta, 35 respondents (31.0%) have their address in South Jakarta, 12 respondents (10.6%) have their address in North Jakarta, and 6 respondents (5.3%) have their address in Central Jakarta. It can be concluded that the majority of respondents are female and reside in East Jakarta.

Table 2
Validity Test of Variable X (Persuasive Message)

	<i>Scale Mean if Item Deleted</i>	<i>Scale Variance if Item Deleted</i>	<i>Corrected Item-Total Correlation</i>	<i>Cronbach's Alpha if Item Deleted</i>
X1	261.062	13.346	.448	.754
X2	261.770	13.183	.504	.746
X3	268.407	12.171	.467	.753
X4	264.336	12.641	.492	.746
X5	267.257	12.326	.560	.735
X6	272.566	12.907	.447	.754
X7	265.929	12.726	.523	.742
X8	268.407	12.974	.387	.766

Based on the results of the validity test carried out using the SPSS version 20 software test tool in Table 2 it shows that every question in the X variable which is a persuasive message is valid. In the table above, it can be seen that the results of testing on 8 questions in the distributed X variable have the Corrected Item-Total Correlation value above 0.2 so that it can be declared valid for this study.

Table 3
Validity Test of Variable Y (Buying Interest)

	<i>Scale Mean if Item Deleted</i>	<i>Scale Variance if Item Deleted</i>	<i>Corrected Item-Total Correlation</i>	<i>Cronbach's Alpha if Item Deleted</i>
Y1	302.832	30.276	.320	.825
Y2	302.301	28.893	.537	.804
Y3	299.735	29.080	.457	.812
Y4	296.726	28.490	.523	.805
Y5	302.832	26.366	.638	.792
Y6	300.973	29.446	.452	.812
Y7	298.938	31.453	.220	.833
Y8	299.292	25.477	.649	.790
Y9	298.938	25.792	.686	.786
Y10	296.106	27.954	.562	.801

Based on the results of the validity test carried out using the SPSS version 20 software test tool in Table 3 it shows that every question in the Y variable which is the Purchase Interest is valid. In the table above, it can be seen that the results of testing on 10 questions in the Y variable that were distributed had the Corrected Item-Total Correlation value above 0.2 so that it could be declared valid for this study.

Table 4
Correlation Coefficient Results

		<i>RT_Persuasive_Message</i>	<i>RT_Buying_Interest</i>
RT_Persuasive_Message	Pearson Correlation	1	.476**
	Sig. (2-tailed)		.000
	N	113	113
RT_Buying_Interest	Pearson Correlation	.476**	1
	Sig. (2-tailed)	.000	
	N	113	113

** . Correlation is significant at the 0.01 level (2-tailed)

Based on data in Table 4, it shows that the correlation coefficient test that has been carried out between the variables X and Y is worth 0.476 so it can be stated that Persuasive Messages and Buying Interest have a moderate relationship or can be called quite influential.

Table 5
Coefficient of Determination Results

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.476 ^a	.227	.220	.51716

Based on data in Table 5, it can be seen that the value obtained from the coefficient of determination test is 0.227 which means that the independent variable (Persuasive Message) has an influence on the dependent variable (Purchase Interest) and the influence it has is 22.7%.

Table 6
Simple Regression Analysis Results

<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	1.221	.373		3.275	.001
	RT_Persuasive_Message	.555	.097	.476	5.709	.000

a. Dependent Variable: RT_Buying_Interest

Table 6 above shows the results of the regression analysis of this study, then the test day is made in the form of a linear equation is:

$$Y = 0.555X + 1.221$$

The above equation can be said that the value of 1.221 states the consistent value of the Y variable and every time there is a change of 1 digit in the X variable, it will give a change of 0.555 in the Y variable.

Persuasive messages are the core messages that captivate, inform, convince, or trigger an action [5]. It can be said that persuasive messages aim to influence the communicant so that they can voluntarily do what the communicator wants. From the results of this study that have been described above, the researcher concludes that there is an influence of persuasive messages conveyed by influencers through the TikTok application on consumer buying interest among Generation Z who live in Jakarta.

According to the research conducted by Fenny and Loisa [14] with the title *The Effect of Endorsement by Beauty Vlogger on Cosmetic Purchase Intention*, it was found that there was an effect of endorsement from beauty vlogger on consumer buying interest. This research has similarities with the research conducted by Fenny and Loisa in 2021, namely the influence of beauty vloggers or in this study called influencers on consumer buying interest. This research also has similarities with research conducted by Putri [24] with the title *The Effect of Social Media on Cherie Consumer Purchase Decisions Through Purchase Intention* which states that social media has an influence on Cherie consumers in making product purchase decisions. This study also shows the influence of consumer social media in increasing buying interest.

4. CONCLUSIONS AND RECOMMENDATIONS

This study shows that there is a relationship between the variables of persuasive messages conveyed by influencers through the TikTok application on the variables of consumer buying interest. This relationship is considered moderate. The influence of persuasive messages from influencers in this study is known to be quite able to have an influence on consumer buying interest, which in this study is Generation Z in Jakarta by 22.7% and the other 77.3% is influenced by other factors.

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