

TIKTOK'S SOCIAL MEDIA ROLE @DIS_TRICTBEAUTY IN INCREASING CONSUMER BUYING INTEREST

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ABSTRACT

Social media platforms have changed people's habits, including TikTok. The video-sharing platform is an effective means of disseminating and obtaining information and shopping. One such TikTok account, @dis_trictbeauty publishes audio-visual content to explain stationery products. The promotion used is 4c: context, communication, collaboration, connection. This study wants to find out how much influence promotion using TikTok social media has on buying interest in products at TikTok Shop @dis_trictbeauty. The research was conducted using a quantitative method by distributing questionnaires to 156 respondents who are followers of TikTok @dis_trictbeauty. As a result, the influence of TikTok social media promotion by @dis_trictbeauty on consumer buying interest is very strong.

Keywords: *Buying interest, sales promotion, social media*

1. PREFACE

The development of the times, communication and information technology is developing and difficult to avoid in today's life, technological development is a positive thing that brings many benefits, one of which is by facilitating human activities so that they are more efficient in terms of time, distance, and cost. One of the technologies is a *smartphone* that is a necessity for humans. *This smartphone* has many uses, not only to communicate, but also to be able to facilitate human work in all fields accompanied by the internet. One place to get information is *social media*. According to Kotler and Keller, social media is a place to exchange information in the form of writing, portraits, audio, and video with other people and businesses, or vice versa. This social media has various applications such as YouTube, Twitter, Instagram, TikTok, and others. As said by Kotler and Keller, if social media is not used by individuals but also companies as a marketing medium and introduce products to consumers. The role of social media in people's lives today is quite dominant and is used as a reference to find all sources of information related to what is needed by humans (Putri, 2016).

One of the social media is TikTok. TikTok is an application that offers interesting effects that allow application users to create amazing short videos that captivate the hearts of viewers. According to the We Are Social Report, TikTok will have 1.4 billion *monthly active users* (MAUs) over 18 years old worldwide in the first quarter of 2022. This figure increased by 15.34% compared to the previous quarter, which amounted to 1.2 billion users. According to DataIndonesia.id, TikTok's population in Indonesia is the second largest population after the United States (Rizaty, 2022). Reporting from Hootsuite, TikTok Shop is a *social commerce* feature that allows users and creators to advertise and sell their products through TikTok using a business account. This feature is available in several countries, including Indonesia. The emergence of the TikTok Shop shopping feature has helped a lot to increase product sales from various *brands* by promoting through TikTok (Alifia, 2022).

The birth of TikTok and its new feature, TikTok Shop, gave birth to many new *creators* and *sellers*. The *creators* made a number of videos that were aired on TikTok. One of them can also be used to promote products sold on TikTok Shop by including product links in each video so that it is easy for customers to buy the product. With short videos made by business creators, the content becomes one of the information centers that intentionally or unintentionally makes viewers show curiosity and buying interest in the product. Creators only need to create diverse and creative content to captivate users. The video is fifteen seconds long – one minute.

One of them is @dis_trictbeauty account. This account is an account where sellers from TikTok Shop @dis_trictbeauty to promote. This account sells office stationery products and *fancy* goods that have been present on TikTok since September 2021 until now. Currently, the number of followers from @dis_trictbeauty is 322,000 followers (data taken on September 1, 2022). Content that is made is short in duration by using *voice-over* / writing to explain the product and using audio that is being *hyped*. Based on observations, social media has the ability to disseminate information that indirectly promotes goods so as to encourage audience interest in buying goods seen from social media. A feeling of attraction is a constant tendency to notice and remember certain actions. Purchase intent (desire to buy) is a buyer behavior where consumers choose from a variety of selected brands and make purchases according to the choices they prefer, or the process that buyers go through to make someone buy different products or services (Yoebrilanti, 2018).

Researchers wanted to examine how much influence in watching short videos on TikTok to generate user interest to buy the product on TikTok Shop. The formulation of the problem in this study is "Is there any influence of promotion using TikTok social media by @dis_trictbeauty on consumer interest?". To find out how much influence the promotion of using TikTok social media is interest in buying products on TikTok Shop @dis_trictbeauty.

2. RESEARCH METHOD

This study used quantitative methods. According to Sugiyono (2018), quantitative research methods are a way of examining the philosophy of positivism (similar to empiricism) that studies certain populations, sampling techniques are usually random, objective research tools are used in data collection, and data analysis is numerical and large-scale (Ananta, 2021). The research method is technically carried out by survey, namely through the distribution of questionnaires. The population of @dis_trictbeauty followers is 338,000 (September 2022) with the required research sample calculated based on the Slovin formula of 156 respondents with two variables namely Social Media Promotion (variable X) and Buying Interest (variable Y), and has 23 propositional indicators discussed synchronously using dimensions that create each variable using the Likert scale. Data processing techniques according to survey results that the resource persons have filled in are processed and analyzed through SPSS software to calculate regression analysis, correlation coefficient, and t-test. For the validity of the data, the data is tested using validity tests, reliability tests, and normality tests.

3. RESULT AND DISCUSSION

Based on the results of the study, the author obtained 156 respondents. In general, the work of respondents is a group of students / students, and are girls so it can be concluded that those who become TikTok *followers* are @dis_trictbeauty young people who are students. This statement is supported by the most dominant age status is the age of < 15 years. The results of data processing are entirely using the SPSS ver 26.0 program. From the results of data processing, researchers see the influence of TikTok Social Media Promotion by @dis_trictbeauty on

Consumer Buying Interest. From the frequency distribution of the data of each existing statement, followed by a validity test. The goal is to measure whether the elements of the sentence are valid or not. The reference value 0.3 is used to determine whether or not an item qualifies and is compared to the number in the *Adjusted Item Quantity column*. If the correlation number > 0.3 , then it is said to be valid. The results of tables 1 and 2 show that each statement of the variable X viz. H. TikTok @dis_trictbeauty social media promotion, and variable Y, ie. H. Social Media, designated valid as Corrected Item - Total Value calculated above 0.30 SPSS Version 26.

Table 1

Variable X Validity Test Results (Social Media Promotion)

Statement	Corrected Item- Total Correlation	Information
TikTok @dis_trictbeauty has an artistic video design	0.546	Valid
TikTok video design @dis_trictbeauty attractive	0.704	Valid
The display design on the video account dis_trictbeauty focus on conveying the products offered	0.613	Valid
Uploads on the TikTok account @dis_trictbeauty about the products sold are information	0.609	Valid
Uploads on TikTok accounts @dis_trictbeauty about product-related information are persuasive	0.583	Valid
Uploads on TikTok accounts @dis_trictbeauty containing persuasive promotional messages (able to influence)	0.665	Valid
The information on each TikTok video upload @dis_trictbeauty is factual information (based on reality)	0.680	Valid
Product information @dis_trictbeauty from other content creators explained in detail	0.672	Valid
Promotional videos by affiliates towards creative @dis_trictbeauty products	0.754	Valid
Product link links in videos help consumers buy	0.665	Valid
Consumer reviews in the product arouse consumer interest	0.711	Valid

Table 2

Test Results of Validity of Variable Y (Buying Interest)

Statement	Corrected Item- Total Correlation	Information
I noticed the latest product from @dis_trictbeauty	0.690	Valid
The information provided about the product @dis_trictbeauty clear	0.690	Valid
I actively ask about the products in @dis_trictbeauty	0.584	Valid
I am active in giving positive responses to the products offered through TikTok videos @dis_trictbeauty	0.627	Valid
I feel that the products in @dis_trictbeauty are products at affordable prices	0.683	Valid
I feel that the product in @dis_trictbeauty is a good product	0.787	Valid
I am interested in buying the product because I watched TikTok videos @dis_trictbeauty	0.768	Valid
I have a desire to buy stationery products at @dis_trictbeauty	0.779	Valid
The products @dis_trictbeauty very unique and funny	0.681	Valid
Stationery products from @dis_trictbeauty are products that are irreplaceable by consumers because they always update the latest products	0.789	Valid
I am willing to buy the products offered through TikTok videos @dis_trictbeauty	0.655	Valid
I would like to recommend @dis_trictbeauty product to others	0.715	Valid

Researchers used the Cronbach Alpha coefficient. Reliability tests to show how much a measurement result is consistent relative to repeated use.

Table 3

Reliability Test Results

Variable	Cronbach Alpha	Information
Social Media Promotion (X)	0.908	Reliable
Buying Interest (Y)	0.930	Reliable

From the results of table 3 above, it is known that variable X (Social Media Promotion) and variable Y (Buying Interest) are reliable, because all total values of Alpha Cronbach > 0.6 which states the items of reliable instruments.

Table 4

Coefficient of Determination Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.818a	.668	.666	4.576

a. Predictors: (Constant), Total X

Table 4 proves that the adjusted *R-square value* or coefficient of determination of 0.668 is equal to 66.8%. Based on the results of the coefficient of determination above, it can also be said that variable X is influenced by 66.8% by variable Y, while the remaining 33.2% is influenced by other variables. From these data, the author can conclude that social media promotion on TikTok has a fairly high influence on buying interest, which is TikTok *followers @dis_trictbeauty*.

The data normality test aims to find out data from the variables used in the study. Good and correct data to test a research model is data that is normally distributed. This study uses the Kolmogorov-Smirnov test for normality tests. The residual is said to be normally distributed if the significance level is > 0.05, and the data is said to be normally distributed if the significance level is < 0.05 (Siregar, 2015). (Hidayat Anwar, n.d.).

Table 5

Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		156
Normal Parameters,b	Mean	.1237179
	Std. Deviation	4.66386981
Most Extreme Differences	Absolute	.065
	Positive	.063
	Negative	-.065
Test Statistic		.065
Asymp. Sig. (2-tailed)		.200
a. Test distribution is Normal.		
b. Calculated from data.		

From the results of the normality test, it is known that the significance value is 0.200 > 0.05, so it is concluded that the residual value is normally distributed. Because if the significant value is

above 0.05, it means that there is no significant difference between the sample data and normal data

In addition, data analysis is carried out using a correlation coefficient test that aims to measure the strength of the linear association (relationship) between the two variables. The correlation also does not show a functional relationship. According to Siregar Syofian, (2015), the correlation coefficient is a number that shows the strength of the relationship between two or more variables and can also determine the direction of the relationship between the two variables. Correlation value (r) = $(-1 \leq r \leq 1)$. Regarding the strength of the association, the value of the correlation coefficient varies from -1 to 1, while for the direction, it is expressed positive (+) and negative (-).

Table 6

Correlation Coefficient Test

Correlations			
<i>TOTAL</i>	<i>Pearson Correlation</i>	TOTAL X	TOTAL Y
		1	.818**
	<i>Sig. (2-tailed)</i>		.000
	<i>N</i>	156	156
<i>TOTAL Y</i>	<i>Pearson Correlation</i>	.818**	1
	<i>Sig. (2-tailed)</i>	.000	
	<i>N</i>	156	156

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

Table 3.6 proves that between variable (X) "Social media promotion" and variable (Y) "Buying Interest" is positive and the correlation test result is 0.818. So, it can be said that the variables X and Y have a very strong relationship.

Table 7

Simple Linear Regression Test Results

Coefficients					
<i>Model</i>	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Itself.</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1 (Constant)	5.253	2.559		2.053	.042
TOTAL	.971	.055	.818	17.618	.000

a. Dependent Variable: TOTAL Y

From the table above, the linear regression equation can be formulated:

$$Y = a + bX$$

$$Y = 5.253 + 0.971X$$

The above equation can be interpreted, the value 5.253 is a constant of the regression function, which shows that when variable X does not increase, variable Y reaches a value of 5.253. Every change of 1 number added to variable X, then variable Y increases by 0.971. Researchers also conduct hypothesis tests with regression significance to look for relationships between the variables studied. Given the significance value of the correlation $>$ or $<$ 0.8 (92% confidence level and 8% margin of error).

Table 3.7 shows a significance test using the t test, to find whether variable X (Social Media Influence) and variable Y (Buying Interest) have a real influence or not. The t-test results for the independent variable (X) were obtained by considering the value of 17.618 and the significant value (sig) of 0.000. This means that the number of sig < 0.05, which is 0.000 < 0.05, then gives the understanding that Ho was rejected and Ha was accepted, which means that there is a real influence between the influence of TikTok Shop social media promotion by @dis_trictbeauty on consumer buying interest.

4. CONCLUSIONS AND RECOMMENDATIONS

Overall, based on the results of data processing, TikTok social media promotion @dis_trictbeauty have an influence on the buying interest of consumers who are TikTok followers @dis_trictbeauty. Promotion using TikTok social media has an effect on buying interest can be seen from the results of the correlation coefficient analysis of 0.818, with values ranging from 0.50 to 1,000 which can be interpreted as the dominant influence of variable X (Social Media Ads) on variable Y (Purchases) is very strong. In addition, the influence of TikTok social media promotion by @dis_trictbeauty on the buying interest of consumers who are followers of TikTok @dis_trictbeauty is significant. This means that TikTok's social media promotion @dis_trictbeauty have a huge impact on the buying interest of consumers who follow @dis_trictbeauty on TikTok.

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