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THE INFLUENCE OF TIKTOK SOCIAL MEDIA, PRICE, AND PROMOTION ON IMPULSE PURCHASES AT THE SHOPEE MARKETPLACE

Abstract

This study applies a quantitative method approach and aims to determine the impact of TikTok Social Media, Price, and Promotion on Impulse Purchases at Shopee marketplace. The data results are processed using statistical product and service solutions software or also known as SPSS. Using statistical testing methods, the research findings in the partial test show that impulse purchases at shopee are significantly influenced by TikTok Social Media and Promotion, but not by price. This is indicated by the results of the t_{count} value of $6.920 > t_{table}$ 1.997 or Sig. value of $0.000 < 0.05$, so TikTok Social Media has a positive and significant influence on Impulse Purchases. The t_{count} value $-1.268 < t_{table}$ 1.997 with a Sig. value of $0.209 > 0.05$ on the price variable proves that it has a negative and insignificant effect on Impulse Purchases. The t_{count} value of $6.315 > t_{table}$ 1.997 with a Sig. value of $0.00 < 0.05$ states that promotion has a positive and significant effect on Impulse Purchases. Furthermore, the analysis results of the simultaneous test prove that the influence of TikTok Social Media, Price, and Promotion together have a significant impact on Impulse purchases, with an explanation of the variability of purchasing explained by 74.9%. The implication of these findings is the importance of marketing strategies that focus on Tiktok Social Media and Promotions to increase Impulse Purchases on the Shopee Marketplace.

Keywords: Tiktok Social Media, Price, Promotion, Impulse Purchases

Abstrak

Penelitian ini menggunakan pendekatan metode kuantitatif dan bertujuan untuk mengetahui pengaruh Media Sosial TikTok, Harga, dan Promosi terhadap Pembelian Impulsif di marketplace Shopee. Hasil data diolah menggunakan perangkat lunak solusi produk dan layanan statistik atau dikenal juga dengan SPSS. Dengan menggunakan metode pengujian statistik, temuan penelitian pada uji parsial menunjukkan bahwa pembelian impulsif di Shopee dipengaruhi secara signifikan oleh Media Sosial dan Promosi TikTok, namun tidak oleh harga. Hal ini ditunjukkan dengan hasil nilai thitung sebesar $6,920 > t_{tabel}$ 1,997 atau Sig. nilai $0,000 < 0,05$ maka Media Sosial TikTok mempunyai pengaruh positif dan signifikan terhadap Pembelian Impulsif. Nilai thitung $-1,268 < t_{tabel}$ 1,997 dengan Sig. nilai $0,209 > 0,05$ pada variabel harga membuktikan berpengaruh negatif dan tidak signifikan terhadap Pembelian Impulsif. Nilai thitung sebesar $6,315 > t_{tabel}$ 1,997 dengan Sig. nilai $0,00 < 0,05$ menyatakan bahwa Promosi berpengaruh positif dan signifikan terhadap Pembelian Impulsif. Selanjutnya hasil analisis uji simultan membuktikan bahwa pengaruh Media Sosial TikTok, Harga, dan Promosi secara bersama-sama mempunyai pengaruh yang signifikan terhadap Pembelian Impulsif, dengan penjelasan variabilitas pembelian dijelaskan sebesar 74,9%. Implikasi dari temuan tersebut adalah pentingnya strategi pemasaran yang fokus pada Media Sosial dan Promosi Tiktok untuk meningkatkan Pembelian Impulsif di Marketplace Shopee.

Kata Kunci : Media Sosial Tiktok, Harga, Promosi, Pembelian Impulsif

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INTRODUCTION

The advancement of information technology has significantly influenced various aspects of life, especially in increasing the practicality of human life. This further supports the occurrence of impulse purchases with the increasing number of promotions on social media, especially tiktok social media which is currently viral, with prices that tempt consumers to carry out these impulse purchases.

Impulse Purchases refers to the actions of consumers in deciding or taking immediate action in connection with their purchases. This is done without careful consideration, they also do not pay attention to the quality and usefulness of the product purchased. Consumers make purchases with social media in finding information and Marketplace as a place where transactions are carried out.

Shopee is a C2C marketplace in Indonesia that functions as a virtual meeting platform for buyers and sellers to conduct online buying and selling activities which can be said to be similar to traditional markets. The facilities offered by Shopee also vary from payment methods, delivery services, and others. The existence of impulse purchases arises because of the stimulus from online stores through various promotional programs, the right price and the ease of payment offered by shopee.

We Are social's latest forecast estimates that 178.9 million Indonesians will engage in online shopping between 2022 and 2023. This is an increase of 12.8% compared to the previous year. The value of Indonesians' online shopping last year amounted to \$55.97 billion or 851 trillion rupiah. According to Katadata.co.id, Shopee's revenue will reach up to \$1.5 billion in the first quarter of 2022. This statistic has increased by 64.4 percent. Shopee's gross transaction value (GMV) also increased 38.7 percent to reach US\$17.4 billion. This shows that shopee has a competitive advantage in shopping apps, which effectively attracts e-consumers to install the app. Shopee is a mobile marketplace e-commerce startup that operates on a consumer-to-consumer (C2C) model. Its goal is to become the leading mobile marketplace in Southeast Asia (id.wikipedia.org, 2018).

Tiktok social media is a social media trend among teenagers and adults so that many marketers and business people use it as a product promotion media. Tik Tok social media is used as a business media to market products directly to consumers or known as B2C, where the role of tikTok social media greatly influences customers so as to stimulate buyers to make transactions on the marketplace, especially shopee due to the large number of loyal shopee users.

Price is an important concern for consumers in making purchases, not infrequently because the price is suitable according to consumers to be a stimulus in making impulse purchases. So that it becomes a consumer criterion in making purchases offered by online stores in the marketplace, by providing competitive prices that can dominate the market.

Promotions that become a strategy in sales carried out by the marketplace often trigger impulse purchases. In fact, promotions are most often used with the aim of attracting consumers, the stimulation of the products assisted by the marketplace is an attraction for consumers. The variety of promotions on shopee such as free shipping, twin date event promotions and other promotions trigger a phenomenon called impulse purchases.

From the above problems, the researcher considers it necessary to conduct research with the title: "The Influence Of TikTok Social Media, Price, And Promotion On Impulse Purchases At The Shopee Marketplace"

METHODS

TYPES AND SOURCES OF DATA

This research adopts a quantitative descriptive approach, a statistical method used to provide a general description or understanding of the research subject using data from a sample or population without appropriate analysis or hypothesis testing. Research data sources were obtained by filling out questionnaires distributed to samples. The population of this study consisted of 210 5th-semester law students from the academic year 2022 at Prima Indonesia University who had made transactions on the Shopee marketplace and using TikTok Social Media. The sample was determined using the Slovin formula, resulting in a sample size of 68 people.

ANALYSIS METHOD

Normality Test, multicollinearity test, heteroscedasticity test, and autocorrelation test. 1. The coefficient of determination (R-Squared) test determines the amount of variance in a dependent variable that can be attributed to the independent variable. 2. F test, the F test is used to evaluate whether the independent factors interact with the dependent variable with the aim of assessing the combined impact of all independent variables on the dependent variable. The level used is 0.5 which is equivalent to 5%. Where when the Sig. f value <0.05, the independent variable has a considerable / significant effect on the dependent variable, and vice versa. 3. T test, the t statistical test is useful in assessing the magnitude of the influence of one independent variable on the dependent variable while keeping the other independent variables constant. When the Sig. value <0.05 then there is a correlation between the independent and dependent variables.

RESULTS AND DISCUSSION

RESULTS

Multiple Linear Regression Analysis

Table 1. Multiple Linear Regression Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-3.175	2.063		-1.539	.129
1 Social_Media_TikTok	.691	.100	.601	6.920	.000
Price	-.172	.136	-.139	-1.268	.209
Promotion	.727	.115	.544	6.315	.000

a. Dependent Variable: Impulsive purchases

$$Y = -3,175 + 0,691X_1 + (-0,172) X_2 + 0,727X_3 + e$$

a. Constant = -3,175

For TikTok Social Media, Price, and Promotion are considered zero, then the Impulse Purchases is -3,175.

b. Tiktok social media $X_1 = 0.691$

Tiktok Social Media states that every 100% increase in the use of TikTok Social Media will contribute to an increase in Impulse Purchases by 69.1%.

c. Price $X_2 = -0.172$

Price states that every 100% increase in price, there is a decrease in Impulse Purchases by 17.2%.

d. Promotion $X_3 = 0.727$

Promotion states that every 100% increase in promotion, the increase in impulse purchases is 72.7%.

Coefficient of Determination

Table 2. Coefficient of Determination Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.866 ^a	.749	.737	2.73851	1.962

a. Predictors: (Constant), Promotion Social Media_TikTok, Price

b. Dependent Variable: Impulse Purchases

The

adjusted R-square value is 0.749, indicating that TikTok Social Media, Price, and Promotion collectively account for 74.9% of the observed effect, while the remaining 25.1% is due to variables not examined by the researcher. Such as: Discounts, Free Shipping, and Other factors.

Partial Test (T-test)

Table 3. The t-test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-3.175	2.063		-1.539	.129
1 Social Media_TikTok	.691	.100	.601	6.920	.000
Price	-.172	.136	-.139	-1.268	.209
Promotion	.727	.115	.544	6.315	.000

a. Dependent Variable: Impulse Purchases

Based on discount data, it has a tcount of 6.920 with a ttable = 1.997 or a value of 0.000 so that Impulse Purchases get a significant positive effect from TikTok Social Media. Based on Price data, it has a tally of -1.268 with a ttable = 1.997 with a value of 0.209 > 0.05. So tcount < ttable, so the researcher states that Impulse Purchases have no significant effect on price. Based on the Promotion data, it has a tcount of 6.315 with a ttable = 1.997 or a value of 0.000 so that the researcher concludes that the Impulse Purchases has a significant influence by promotion.

Simultaneous Test (F Test)

Table 4. F Test ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1920.659	3	640.220	78.199	.000 ^b
Residual	523.974	64	8.187		
Total	2444.632	67			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Promotion, Sosial Media_TikTok, Price

From the table Fcount (78,199) > Ftable (2,356) with a value of 0.000 < 0.005. These results explain that Impulse Purchases on the shopee marketplace get an influence from TikTok Social Media, Price, and Promotion simultaneously.

Discussion

1. The Impact of TikTok Social Media on Impulse Purchases
 Researchers have conducted statistical studies that show a correlation between Impulse Purchases in the shopee marketplace and the influence of TikTok social media. This is indicated by the acceptance of Ha and rejection of Ho based on the Sig. value 0.000 < 0.05, and ttable (1.997) < tcount (6.920).
2. Price Impact of Price on Impulse Purchases
 According to the data processing applied by researchers, there are findings that Impulse Purchases on shopee users do not have an impact on Price. This is evidenced by Ha being rejected and Ho being accepted based on the Sig. value 0.003 < 0.05 and ttable (1.997) > tcount (-1.268).
3. The Impact of Promotion on Impulse Purchases
 Based on statistical testing applied by researchers, there are findings that Impulse Purchases in the shopee marketplace get an influence from Promotion. This is evidenced by the acceptance of Ha and rejection of Ho based on the Sig. value 0.000 < 0.05 and ttable (1.997) < tcount (6.315).

Impact of TikTok Social Media, Price and Promotion on Impulse Purchases

Based on statistical testing applied by researchers, there are findings that Impulse Purchases in the shopee marketplace have an influence from TikTok Social Media, Price, and Promotion. This matter is consistent with the Sig. value $0.000 < 0.05$ and $F_{table} (2,356) < F_{count} (78,199)$. Where there is 0.749 in the Adjusted R Square value, it means that the purchasing decision can be explained by its influence reaching 74.9% by TikTok Social Media, Price, and Promotion. Meanwhile, other variables not examined by researchers can explain the impulse purchase variable by 25.1%.

CONCLUSIONS

1. Partially, TikTok Social Media has a positive and significant effect on Impulse Purchases.
2. Partially, Price has no positive and significant effect on Impulse Purchases.
3. Partially, Promotion has a positive and significant effect on Impulse Purchases.
4. Simultaneously, TikTok Social Media, Price, and Promotion have a positive and significant effect on Impulse Purchases.

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