The Effect of Tiktok Social Media Advertising and Brand Image on the Purchase Decisions of Mauzzarella Consumers in Surabaya City

by Rezky Pratama And Sengguruh

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Abstract

Tiktok is one of the most popular applications around the world. The increasingly popular use of social media, TikTok, has attracted business people to place advertisements to market their products. But the problem is, it's not easy to attract consumers' attention to focus on one product on social media TikTok, if the brand image is less positive, causing consumers not to make purchasing decisions. The purpose of this study was to analyze the effect of advertising through social media Tiktok and brand image on purchasing decisions for Mauzzarella products, both partially and simultaneously. The research methodology uses a quantitative approach and survey methods. The research sample is 100 people. Research data through questionnaires. The quantitative data analysis method uses multiple linear regression methods. The results show that advertising on social media TikTok and the brand image of the Mauzzarella product have a significant influence both partially and simultaneously on consumer purchasing decisions. The brand image variable has the strongest influence on consumer purchasing decisions.

Keywords

Advertising, Brand Image, Purchase Decision

1. Introduction

Very rapid technological advances can create opportunities to generate rupiah coffers. Various industrial sectors are competing to take advantage of technological developments as a means of business development to meet consumer needs and increase business profitability. Social media can be used as an advertising platform to create and strengthen bonds between businesses and customers. Businesses use social media as a tool to advertise their products, which aims to convey marketing communication messages to attract attention and persuade online audiences. 70% of consumers read online customer reviews before purchasing and 81% are influenced by friends' social media posts (Caroline Lego Muñoz & Wood., 2015).

Marketing through social media is an effort to create advertising content on various social media platforms, such as *Facebook*, *Instagram*, *Youtube*, etc. Social media is also said to be a very efficient and effective means of increasing sales (Qayyumi, 2021). The number of active social media users in Indonesia is 191 million people in January 2022. That number has increased by 12.35% compared to the previous year of 170 million people (Mahdi, 2022). One of the social media that is most in demand by the general public is Tiktok. Tiktok is one of the most popular applications around the world. This short video application has succeeded in capturing the attention of many people, especially young people because of its attractive appearance and features. Indonesia is in second place with the number of active TikTok users of 99.1 million people (Rizaty, 2022).

The product advertised on the social media tiktok is a typical South Korean snack product called corndog Mauzzarella. The reason for being interested in Mauzzarella products is that the increasing number of K-popers in Indonesia has opened up opportunities for entrepreneurs to start Korean food businesses. In recent years, food businesses inspired by street food snacks in Korea have increasingly spread in Indonesia. One of the MSMEs selling Korean food (corndog) in Surabaya is Mauzzarella.

Businesses use social media to highlight product brand images, because brand image plays an important role in determining marketing strategies and in changing future marketing (Mitra & Jenamani, 2020). Brand image is a determinant that influences the subjective perception of customers which in turn consumers will evaluate a product before buying (Lien et al., 2015).

Purchasing decision is the stage of determining whether consumers buy or not. Where consumers are aware of their needs and then make a selection of several alternative choices until they will finally make a decision. The stages that a consumer goes through to reach the purchase intention phase can be seen from how companies are able to encourage consumers to make purchasing decisions for a product or service (Dicky Wisnu UR & Permana, 2022).

Based on the description of the theory that has been presented above, a conceptual framework is created as shown below :
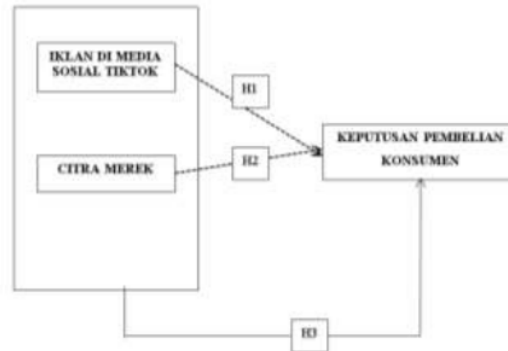

Figure 1.

Hypothesis

Based on the conceptual framework above, the research hypothesis can be made as follows:

H_1 : There is a partial influence between advertisements on social media Tiktok and consumer purchase decision

H_2 : There is a partial influence between brand image and purchasing decisions consumer

H_3 : There is a simultaneous influence between advertising on Tiktok social media and image brand with consumer purchasing decisions.

2. Methodology

This research uses a quantitative approach with a survey method. The population in this study are active users of social media Tiktok in the city of Surabaya and the number of population cannot be ascertained. So, the sampling technique used is a random sampling technique using a formulaLameshow, namely the calculation of the sample with the formula approachLemeshow can be used to calculate the number of samples with a total population that is not known with certainty (Slamet Riyanto & Andi Rahman Putera, 2022).

The total sample from the results of the formula calculationLameshow is 96 samples, but in this study the number of samples to be taken is 100 samples with the criteria of having age at least 18 years old, berdomiciled in Surabaya, pactive user of social media Tiktok, sat least once saw an advertisement / promotion for a Mauzzarella corndog on the Tiktok application and mPurchase Mauzzarella corndogs at least once.

Research data was collected by distributing questionnaires. Then a data quality test was carried out consisting of a validity test and a reliability test, then a classic assumption test was carried out which consisted of a data normality test, heteroscedasticity test, multicollinearity test and autocorrelation test to test whether the data that had been generated was feasible to be tested.

Furthermore, the research was analyzed quantitatively using multiple linear regression methods to determine the effect of advertisements on Tiktok social media (X1) and Brand Image (X2) on Purchase Decision (Y) on Corndog Mauzzarella. The multiple linear regression formula according to Sugiyono (2018) is as follows:

$$Y = a + b1X1 + b2X2 + \ldots + e$$

3. Result and Discussion
3.1. Validity Test

Table 1. Validity Test Results

Variable	Item	R Count	R Table	Explanation
Ads On Social Media Tiktok	1	0,855	0,196	Valid
	2	0,793	0,196	Valid
	3	0,654	0,196	Valid
	4	0,760	0,196	Valid
	5	0,796	0,196	Valid
	6	0,753	0,196	Valid
	7	0,724	0,196	Valid
Brand Image	1	0,716	0,196	Valid
	2	0,726	0,196	Valid
	3	0,721	0,196	Valid
	4	0,731	0,196	Valid
	5	0,728	0,196	Valid
Purchase Decision	1	0,701	0,196	Valid
	2	0,766	0,196	Valid
	3	0,773	0,196	Valid
	4	0,645	0,196	Valid
	5	0,728	0,196	Valid
	6	0,712	0,196	Valid

Source : SPSS 23 (2022)

Based on the table above, it can be concluded that the significance of r count > r table. So it can be concluded that all the contents of the questions were declared valid in this study.

3.2. Reliability Test

Tabl 2. Reliability Test Results

Variable	Limit Koef Alpha Cronbach	Cronbach's Alpha	Explanation
Ads On Social Media Tiktok	0,60	0,881	Reliabel
Brand Image	0,60	0,771	Reliabel
Purchase Decision	0,60	0,810	Reliabel

Source : SPSS 23 (2022)

Based on the table above, it can be concluded that the advertising variables on Tiktok Social Media, Brand Image and Purchase Decisions are declared reliable because the Cronbach's Alpha value shows a value above 0.60.

3.3. Normality Test

Table 3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.33824221
Most Extreme Differences	Absolute	.066
	Positive	.066
	Negative	-.058
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
Source : SPSS 23 (2022)

Based on the results of the data normality test by the Kolmogrov Smirnov method with a total of 100 respondents, a sig value of $0.2 > 0.05$ was obtained. It can be concluded that the data is normally distributed. Thus, the normality assumptions or requirements in the regression model have been met.
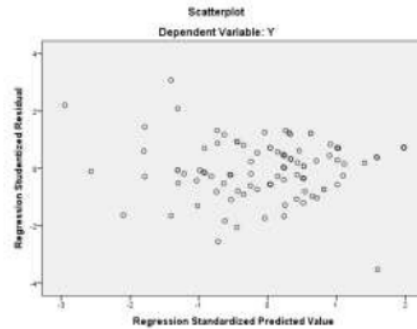
3.4. Heteroscedasticity Test

Figure 2. Hetroscedasticity Test Results

Based on the scatterplot of the heteroscedasticity test above, there is no clear pattern and the points spread above and below the number 0 on the Y axis. Thus it can be said that the research data is free from heteroscedasticity and can be used for further testing.

3.5. Multicollinearity Test

Table 4. Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	2.886	1.506			
	X1	.306	.061	.396	.592	1.688
	X2	.589	.097	.484	.592	1.688

a. Dependent Variable: Y

Source : SPSS 23 (2022)

Based on the results of the multicollinearity test, it can be concluded that the VIF value on the advertising variable on the social media Tiktok (X_1) and brand image variables (X_2) which is equal to 1.688 and a tolerance value of 0.592. This means that there are no symptoms of multicollinearity among the independent variables.

3.6. Autocorrelation Test

Table 5. Autocorrelation Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.798[a]	.637	.630	2.362	1.924

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source : SPSS 23 (2022)

Based on the results of the autocorrelation test above, it can be concluded that there is no autocorrelation, which means that this model is a good regression model because there is no autocorrelation.

3.7. Regression Test

Table 6. Regression Test Results
Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	2.886	1.506		1.916	.058
	Iklan di Media Sosial Tiktok	.306	.061	.396	4.988	.000
	Citra Merek	.589	.097	.484	6.095	.000

a. Dependent Variable: Keputusan Pembelian
Source : SPSS 23 (2022)

Based on the results of multiple linear regression analysis, it can be seen that the advertising variable on Tiktok Social Media (X_1) and Brand Image (X_2) has a positive influence on Purchase Decision (Y).

3.8. Partial Test (t Test)

Table 7. Partial Test Results (t test)
Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.886	1.506		1.916	.058
	Iklan di Media Sosial Tiktok	.306	.061	.396	4.988	.000
	Citra Merek	.589	.097	.484	6.095	.000

a. Dependent Variable: Keputusan Pembelian
Source : SPSS 23 (2022)

Based on the results of the partial test (t test) the hypothesis testing is obtained as follows:
a. First Hypothesis Testing (H1)
Sig value is known. for the effect of variable X_1 on the Y variable is 0.000 <0.05 and the t count value is 4.988 > t table 1.984, so it can be concluded that there is an influence of the Advertising variable on Tiktok Social Media (X_1) to the variable Purchase Decision (Y).

b. Second Hypothesis Testing (H2)
Sig value is known. for the effect of variable X_2 on the variable Y is 0.000 <0.05 and the value of t count is 6.095 > t table 1.984, so it can be concluded that there is an influence of the Brand Image variable (X_2) to the variable Purchase Decision (Y).

3.9. Simultaneous Test (F)

Table 8. Simultaneous Test Results (Test F)
ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	950.120	2	475.060	85.135	.000[b]
	Residual	541.270	97	5.580		
	Total	1491.390	99			

a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), Citra Merek, Iklan di Media Sosial Tiktok
Source : SPSS 23 (2022)

Based on the output above, a significance value is obtained for the influence of variable X_1 and X_2 simultaneously to Y is 0.000 <0.05 and the calculated F value is 85.135 > F table 3.09 so it can be concluded that there is an influence between variable X_1 and X_2 simultaneously against Y.

3.10. Coefficient of Determination

Table 9. Determination Coefficient Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.798[a]	.637	.630	2.36222	1.924

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

Source : SPSS 23 (2022)

Based on the output above, it is known that the R Square value is 0.637, this means that the effect of variables X1 and X2 simultaneously on variable Y is 63.7%.

4. Conclussion

The results of the research above are to determine the effect of advertising on Tiktok social media (X1) and brand image (X2) on purchasing decisions (Y) for Mauzzarella corndog products. Based on the results of the data analysis described above, the following conclusions are obtained:

1) Ads on Tiktok Social Media (X_1) has a partial effect on the purchase decision of Mauzzarella corndog products.
2) Brand Image (X_2) has a partial effect on the purchase decision of Mauzzarella corndog products.
3) There is a simultaneous influence between advertising variables on Tiktok social media (X_1) and Brand Image (X_2) simultaneously (together) on the Purchase Decision variable (Y) on the Mauzzarella corndog product.
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