



THE EFFECT OF SOCIAL MEDIA MARKETING AND INFLUENCER ENDORSER ON PURCHASE INTENTION

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Abstract: With a large number of users and a high level of engagement, TikTok is an application that provides enormous opportunities in the business sector, especially in marketing activities. Influencer endorsers are an effective trend for business actors to promote the products they sell. The existence of the TikTok Shop feature on the TikTok application makes it easier for consumers to buy the goods they want. This study will find out how the influence of social media marketing and influencer endorsers on TikTok on purchase intention at TikTok Shop. The research method used is quantitative and the type of research is descriptive and causal. Sampling was done by the non-probability sampling method. Data collection was obtained by distributing online questionnaires to 100 respondents. The data analysis technique used in this research is multiple linear regression analysis. The results show that social media marketing and influencer endorsers on TikTok have a positive and significant effect on purchase intention at TikTok Shop. The results of data processing and data analysis showed that social media marketing and influencer endorsers are contributed to purchase intention.

Keywords: Influencer Endorser; Purchase Intention; Social Media Marketing

INTRODUCTION

Along with the development of the times, technology is something that will happen following the development of the human ability to be creative and also creative. The existence of the internet is one example of very extraordinary innovation in technological development because it is very up-to-date and multifunctional. "Interconnected Network" commonly abbreviated as the internet is used as a tool to find information, communicate, social network, and also for shopping (Savitri, 2016). Currently, the internet plays an important role in various fields, such as access to information, knowledge and education, entertainment facilities, and ease of business. One of the conveniences that can be felt at this time is the creation of social media along with a marketplace directly in one application, where the application is made easier just by using a smartphone. According to research results by Setyo (2021) marketing on social media or what is also known as social media marketing, has a very positive impact on what the company is aiming for, namely the company's target must be achieved by making a purchase transaction decision for the business products they sell.

With a large number of internet and social media users in Indonesia, many business actors use social media as an effective promotional tool. Social media marketing according to Mileva & Fauzi (2018) is a form of advertising that is carried out online using the cultural context of social communities which include social networks, social news sites, virtual worlds, and social opinion-sharing sites to meet communication goals. In this study, the researcher focuses on discussing the role of one of the most widely used social media in Indonesia, namely TikTok. TikTok is a music video platform application that allows users to create and share short videos. With some users and a high level of engagement, TikTok is an application that provides enormous opportunities in the business field, especially for marketing activities. The current popularity of TikTok makes users often use the TikTok platform as a promotional medium in the form of viral marketing. Viral marketing is a form of word-of-mouth marketing, aka word of mouth quickly and widely. viral marketing strategy includes elements of information level

Submitted: February 14, 2022; Revised: August 03, 2022;

Accepted: August 05, 2022; Published: August 23, 2022;

Website: <http://journalfeb.unla.ac.id/index.php/almana/article/view/1801>



(informativeness), entertainment, irritation, and also source credibility. This is following the phenomenon that is often encountered today on social media. The change caused by social technologies, pervasive communication, and the disruptive impact they had on word-of-mouth and influence marketing practices (Brown & Fiorella, 2013).

According to Sugiharto (2019) in previous research, an influencer is someone whose words can influence others. Influencers have a big role to influence or make many people, especially their followers, interested in the products they promote by sharing their experiences or supporting a product so that they are interested in shopping. Business actors using influencer endorsers aim to increase sales because the message conveyed has an attractiveness that is easy to remember and enters the minds of the target in the marketing this phenomenon is in line with the concept of the influence of marketing media by using influencer endorsers so that the marketing message that business actors want to convey to the audience is can be well received and can provide purchase intentions to consumers who are expected to be enthusiastic about a real purchase. Purchase intention is something that arises in consumers after receiving a stimulus from the product they see. From this also arises an interest by consumers to buy and try these products. With the existence of marketing content and influencer endorsers, it is hoped that interest in making product purchases will increase.

One of the conveniences of shopping today is online shopping. With this online shopping, it is very helpful to facilitate our business because the operation is very easy without having to spend more effort. The TikTok Shop feature on the TikTok application makes it easier for consumers to buy the items they want. Videos containing product review content on TikTok can directly access the TikTok Shop and do not need to switch to other applications. But due to the recent release of TikTok Shop and the many competitors of the platform as e-commerce, many users have not taken full advantage of this service.

METHODS

In this study, the writer uses descriptive and causal research with a quantitative approach. According to Uma Sekaran & Roger Bougie (2017) in (Setianingsih & Aziz, 2021). Descriptive research is research designed for data collection where it explains the characteristics of people, events, or situations. This research uses quantitative research methods. Quantitative research according to Sekaran & Bougie (2017) is a scientific method whose data is in the form of numbers or numbers that can be processed and analyzed using mathematical calculations or statistics. In this study, the primary data used a questionnaire and the source of the data obtained was the respondents. Respondents in this study are TikTok users who had used the TikTok Shop service and had seen influencers on TikTok. Secondary data from this study are reference books, literature studies, national and international journals, articles, and previous research that has a relationship with social media marketing, influencer endorsers, and purchase intention.

The instrument scale used in this study is the Likert scale. According to Sekaran & Bougie (2017), the Likert scale is a scale designed to determine how strongly the subject agrees with a statement. Each statement has five answers with a representative score of 1 to 5, where 1 strongly disagrees and 5 is the highest score strongly agree. The needs of respondents in this study were 100 people. Of the respondents who filled out the questionnaire based on gender, 65% were female participants, and 35% male participants. Then this questionnaire is based on the age category of the respondents, the majority are aged 17-25 years with a percentage of 89% which is dominated by students with a percentage of 82%. And the dominant monthly income is 1 million with a percentage of 27%.

In research with the calculation method, researchers used SPSS software version 25 to get the results. The method used includes validity and reliability tests to measure the accuracy of the data and the reliability of the questionnaire statement to be used. Another method is descriptive analysis, used to describe the data obtained by the researcher. Furthermore, the classical assumption test consists of the normality test using the probability plot method, the multicollinearity test using the tolerance-VIF method, and the heteroscedasticity test using the scatterplot method. This research also uses hypothesis testing with the T-test and F-test as well as the determination test. Then, multiple linear regression analysis was performed which was used to measure the influence of the independent variable and the dependent variable.

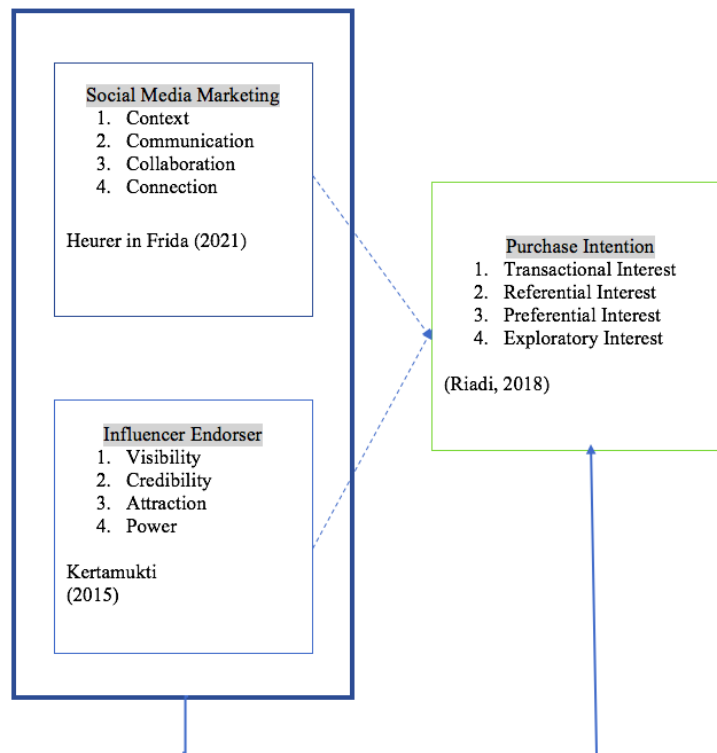


Figure 1: Research Framework
Source: Data by the author (2022)

Based on the research framework above, a provisional hypothesis can be drawn, namely:
H1: Social media marketing TikTok has a significant effect on purchase intention at TikTok Shop
H2: Influencer endorser TikTok has a significant effect on purchase intention at TikTok Shop

RESULTS AND DISCUSSION

After collecting data with the number of respondents needed as many as 100 people, it can be done data processing as follows:



Table 1. Results of the Validity Test

Variable	No. Item	R _{count}	R _{table}	Test Result
Social Media Marketing	1.	0,730	0,361	Valid
	2.	0,800	0,361	Valid
	3.	0,832	0,361	Valid
	4.	0,590	0,361	Valid
	5.	0,638	0,361	Valid
	6.	0,858	0,361	Valid
	7.	0,774	0,361	Valid
	8.	0,817	0,361	Valid
Influencer Endorser	1.	0,675	0,361	Valid
	2.	0,630	0,361	Valid
	3.	0,586	0,361	Valid
	4.	0,635	0,361	Valid
	5.	0,759	0,361	Valid
	6.	0,621	0,361	Valid
	7.	0,737	0,361	Valid
	8.	0,843	0,361	Valid
Purchase Intention	1.	0,843	0,361	Valid
	2.	0,822	0,361	Valid
	3.	0,738	0,361	Valid
	4.	0,878	0,361	Valid
	5.	0,720	0,361	Valid
	6.	0,811	0,361	Valid
	7.	0,508	0,361	Valid
	8.	0,811	0,361	Valid

Source: Researchers Processed Results (2022)

Based on the validity test that has been carried out, consisting of 8 statement items from the social media marketing variable (X1), 7 statement items from the influencer endorser variable (X2), and 8 statement items from the purchase intention variable (Y), obtained $r_{count} > r_{table}$ at a significant level of 5% and $n = 100$, the r_{table} in this study is 0.361. The lowest value in this study was $0.508 > 0.098$, so it can be concluded that all statement items are valid and can be used in this study.

Table 2. Results of the Reliability Test

NO	Variable	Batas Cronbach Alpha	Nilai Cronbach Alpha	N of Item	Description
1	Sosial Media Marketing	>0,6	0,893	8	RELIABLE
2	Influencer Endorser	>0,6	0,785	7	RELIABLE
3	Purchase Intention	>0,6	0,902	8	RELIABLE

Source: Researchers Processed Results (2022)

Based on the reliability test, some results show a value of 0.893 on the social media marketing variable (X1), 0.785 on the influencer endorser variable (X2), and 0.902 on the purchase intention variable (Y). The variable deflates a value greater than the Cronbach alpha value of 0.6, so it can be concluded that all research items from the four variables in this study are reliable and can be used as measuring instruments.



Descriptive Analysis

Based on the results of data processing obtained, the results of the descriptive analysis are as follows:

Table 3. Descriptive Analysis Results

Variable	Score Total	Percentage Value	Category
Social Media Marketing	3.356	83,9%	Good
Influencer Endorser	3.014	86,11%	Very Good
Purchase Intention	3.324	83,1%	Good

Source: Researchers Processed Results (2022)

Based on the continuum line, each variable states that overall, the social media marketing variable (X1) is in the high category with a gain percentage of 83.9%, and the influencer endorser variable (X2) is in the very high category with a percentage value of 86.11 %. The purchase intention variable (Y) is included in the high category with a percentage value of 83.1%. Therefore, it can be concluded that the three variables are included in the good category. So, it can be concluded that overall the variables are good.

Hypothesis Tests

F-Test

Based on the results of data processing, it can be seen that $F_{count} > F_{table}$, i.e. 66,054 > F_{table} 3.09 (F_{table} with a value of $n_1 = 100$ at $n_2 = 2$), it can be concluded that the independent variable is social media marketing (X1) and influencer endorser (X2) TikTok has a significant effect on purchase intention (Y) on TikTok Shop.

Table 4. Results of F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1115.738	2	557.869	66.054	.000 ^b
	Residual	819.222	97	8.446		
	Total	1934.960	99			

a. Dependent Variable: Purchase Intention
 b. Predictors: (Constant), Influencer Endorser, Social Media Marketing

Source: Researchers Processed Results (2022)

T-Test

Testing this hypothesis is done by using individual T-tests. This test aims to determine the effect of each independent variable (X) on the dependent variable (Y). decision-making in the T-test can be known by comparing $T_{count} > T_{table}$.



Table 5. T-Test Results

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients Beta		
		B	Std. Error			
1	(Constant)	3.842	2.675		1.436	.154
	Social Media Marketing Influencer Endorser	.687	.094	.631	7.315	.000
		.217	.104	.180	2.089	.039

a. Dependent Variable: Purchase Intention

Source: Researchers Processed Results (2022)

Based on the table above, it is known that the t_{count} value of Social Media Marketing is 7.315 and Influencer Endorser is 2.089. Meanwhile, the t_{table} value is 1.985. The following is a description of the data above: (1) Social Media Marketing variable $7.315 (t_o) < 1.985 (t_\alpha) = H_0$ is rejected and H_a is accepted; (2) Influencer Endorser Variable $2,089 (t_o) < 1,985 (t_\alpha) = H_0$ is rejected and H_a is accepted. From the results of the hypothesis test that the author did, it can be concluded that the Social Media Marketing and Influencer Endorser variables have an effect on Purchase Intention on TikTok Shop.

The coefficient of determination serves to measure the influence of Social Media Marketing and Influencer Endorser variables on Purchase Intention. The coefficient of determination is the level of the independent variable's contribution to the dependent variable (r^2 , R^2), in general, it can be said that r^2 is a squared correlation between the variables used as predictors (independent) and the variable that responds (dependent). The value of the coefficient of determination can be interpreted as a proportion of the variance of the dependent variable, and the dependent variable can be explained by the independent variable as large as the value of the coefficient of determination. The following is the result of the coefficient of determination carried out with the help of SPSS 25.

Table 6. Results of the Determination Test

Model	R	Model Summary ^b			Durbin-Watson
		R Square	Adjusted R Square	Std. Error of the Estimate	
1	.759 ^a	.577	.568	2.90613	1.885

a. Predictors: (Constant), Influencer Endorser, Social Media Marketing
 b. Dependent Variable: Purchase Intention

Source: Researchers Processed Results (2022)

Based on the table, it can be seen that the influence of Social Media Marketing and Influencer endorsers on Purchase Intention is indicated by the coefficient of determination R Square = 0.577. From the description above, it can be concluded that this value indicates that Social Media Marketing and Influencer Endorser variables influence Purchase Intention by 57.7%, and the remaining 42.3% is influenced by other variables not examined in this study.



CONCLUSION

This study was conducted to determine whether social media marketing and influencer endorsers on TikTok affect purchase intentions at TikTok Shop. Based on the results of the descriptive test analysis that has been carried out, social media marketing at TikTok Shop is in a good category, influencer endorsers at TikTok Shop are in the very good category and purchase intention at TikTok Shop is in a good category. These results also show that social media marketing and influencer endorsers on TikTok have a simultaneous and partial effect on purchase intention at TikTok Shop. The variables of social media marketing and influencer endorser have a significant influence on purchase intention.

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