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THE INFLUENCE OF BRAND IMAGE, E-WORD OF MOUTH, IMPULSE BUYING AND PROMOTION ON PURCHASING DECISIONS AT TIKTOK SHOP

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ABSTRACT

This study aims to determine the effect of Brand Image, E-Word of Mouth, Impulse Buying and Promotion on Purchasing Decisions at Tiktok Shop (Case Study on Students of the Mandala Jember Institute of Technology and Science) both partially and simultaneously. This type of research is quantitative. The population in this study were students of the Mandala Jember Institute of Technology and Science. The sample used was 100 respondents using the Ferdinand formula. Data analysis techniques using the Classical Assumption Test, Multiple linear regression analysis, Determination Coefficient Test (R^2) and Hypothesis Test. The results showed that the Brand Image and Promotion variables partially influenced purchasing decisions at Tiktok Shop, but E-Word of Mouth and Impulse Buying had no partial effect on purchasing decisions at Tiktok Shop.

Keywords: Marketing, Purchasing Decisions, TikTok Shop.

INTRODUCTION

Advances in technology and information are now growing increasingly rapidly. These advances in technology and information have an impact on changes in human lifestyles which are modern and easy and tend to be more active in the internet world. The increasingly widespread use of the internet is becoming an important part of the economy and helping human needs. With the development of technology, especially the internet, it makes it very easy for us to do many things, especially in marketing products. In the business world, competitors will use many ways to market their products by following increasingly sophisticated developments. Not only marketing products offline or through shops, but with the development of technology, many business people now market their products through e-commerce, for example the Shopee, Lazada and Tiktok shop applications that will be studied. Tik Tok is a social networking application and music video platform where users can create, edit and share short video clips complete with filters and accompanied by supporting music (dailysocial.id). However, as time goes by, the Tik Tok application not only functions as an entertainment platform but also as a buying and selling platform. In the Tik Tok application there is a Tik Tok shop feature which is used by creators to promote and sell products as well as shopping activities. According to Fandy Tjiptono (2015) promotion is an element of the marketing mix that focuses on efforts to inform, persuade and remind consumers of the company's brand and products. As in the Tik Tok Shop, promotions are carried out by placing advertisements or promoting live on Tik Tok itself. Advertisements or live Tik Tok often appear when we open the Tik Tok application, this indirectly makes us curious about the products being promoted, especially since there is a yellow basket feature which makes it easier for us to shop. With the yellow basket feature, customers don't need to look for the shop or item we are looking for, we only need to click on the yellow basket. This makes us carry out impulse buying activities or shop suddenly. Before deciding to buy a product, we can look at product reviews or ratings that customers like after getting the product. There are so many products marketed on Tik Tok Shop that it often makes customers confused about buying products. Of course, brand image is influential in this case, where each customer has their own choice in choosing a brand image. The research is based on real conditions currently occurring, where technological developments make it easier for us, especially when purchasing goods, which are now mostly done online via Tik Tok Shop. Based on the description above, researchers are interested in conducting this research.

RESEARCH METHODS

This research uses quantitative research. The research population is students from the Mandala Jember Institute of Technology and Science who use the Tik Tok shop feature. The sampling method in this research is purposive sampling, a technique for determining samples with certain considerations. Data collection methods used questionnaires, observation and literature study, with a sample size of 100 respondents. Instrument testing uses validity tests, reliability tests. The types and sources of data from this research are primary data and secondary data. This research also uses the classic assumption test using three tests, namely the normality test, the multicollinearity test, and finally the heteroscedasticity test. Using multiple linear regression analysis to test the influence of two or more variables, t test, f test and coefficient of determination. This research aims to determine and analyze the influence of brand image, e-word of mouth, impulse buying, and promotions on purchasing decisions at the Tiktok Shop. This research will use quantitative methods with multiple linear regression analysis using types of quantitative research using a Likert Scale as an assessment of respondents.

RESULT ANALYSIS

In the results of this research, we can find out from the results of calculations using SPSS IBM STATISTIC 20. The results that we know can be seen in the test results as follows:

Data Instrument Test

a. Validity test

There are criteria for valid or invalid data, namely if the correlation between the score of each question item and the total score has a significant level below 0.05, then the question item is said to be invalid and if the score of each item with a total score of significant level is above >0.05 then use the product moment correlation formula.

Table 1. Validity Test's Result

Variable	Item	R_{count}	R_{table}	Result
Brand Image (X1)	X1.1	0.861	0,196	Valid
	X1.2	0,795	0,196	Valid
	X1.3	0,721	0,196	Valid
E-Word of Mouth (X2)	X2.1	0,755	0,196	Valid
	X2.2	0,870	0,196	Valid
Impluse Buying (X3)	X3.1	0,788	0,196	Valid
	X3.2	0,878	0,196	Valid
	X3.3	0,799	0,196	Valid
Promotion (X4)	X4.1	0,745	0,196	Valid
	X4.2	0,768	0,196	Valid
	X4.3	0,788	0,196	Valid
Purchasing Decisions (Y)	Y.1	0,857	0,196	Valid
	Y.2	0,838	0,196	Valid
	Y.3	0,884	0,196	Valid
	Y.4	0,752	0,196	Valid

The results of the validity test can be concluded that all the variable statement items Brand Image (X1), E-Word Of Mouth (X2), Impulse Buying (X3), Promotion (X4) and Purchase Decision (Y) are declared valid.

b. Reliability Test

Reliability testing is a tool for measuring a questionnaire that has indicators from variables. According to Ghozali (2018), a questionnaire can be called reliable if a person's answers to questions are consistent or stable over time.

Table 2. Reliability Test Results Table

Reliability Statistics

Cronbach's Alpha	N of Items
.865	15

Based on the table 2, the results of the reliability test show that all variables have sufficient alpha coefficients or meet the criteria called reliable, u > 0.60, so it is appropriate to use the closest point of each variable concept as a measure.

Classic assumption test

a. Normality test

According to Ghozali (2007) the normality test is a test used to measure the data that has been obtained and whether the data is normally distributed or not. Normally distributed data can be seen from the significant value, if the significant value is ≤ 0.05 the data is not normal and vice versa if the value is ≥ 0.05 then the data can be said to be normal. Based on the results of the questionnaire for 100 respondents, the following normality test results were obtained:

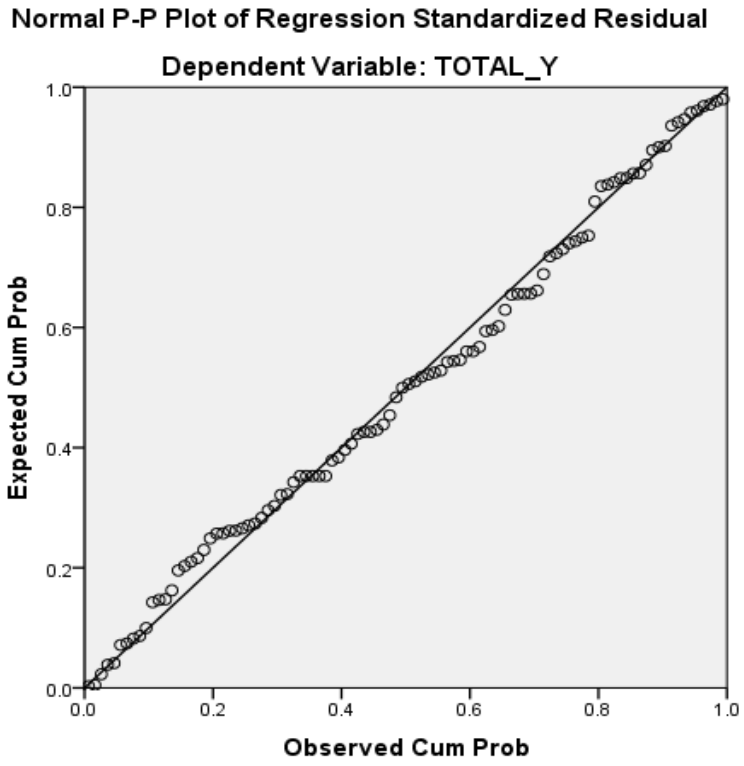

Figure 1. P-P Plot

Based on a normal graph, you can see that the dots are scattered around the diagonal line and the distribution is not too far from the line. This shows that the P-Plot pattern graph is normally distributed, so the regression model meets the normality assumption.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	2,01857317
Most Extreme Differences	Absolute	,132
	Positive	,084
	Negative	-,132
Kolmogorov-Smirnov Z		.545
Asymp. Sig. (2-tailed)		.928

a. Test distribution is Normal.

b. Calculated from data.

Based on the one sample Kolmogrov-Smirnov test table, a significance value of 0.928 > 0.05 is obtained, which indicates that the residual value is normally distributed.

b. Heteroscedasticity Test

According to Ghozali (2014), the heteroscedasticity test tests whether the regression model has uneven variance from one residual observation to another. If the residual variance continues from one observation to another it is called homoscedasticity, if it is different it is called heteroscedasticity. A good regression model is homoscedasticity. If the sig is greater than 0.05, it is not significant, meaning that heteroscedasticity does not occur. Most cross-sectional data contain situations with heteroscedasticity because they capture data of different sizes. Based on the results of a survey of 100 respondents, the following heteroscedasticity test results were obtained:

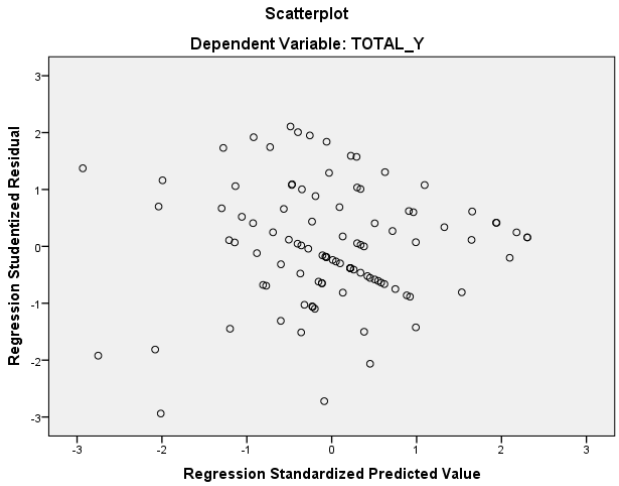

Figure 2. Scatterplot

The image above shows the heteroscedasticity pattern spreading above and below the number 0 and the Y axis, so the heteroscedasticity image above shows a good pattern.

Table 4. Heteroscedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.055	.989		5.114	.000
	TOTAL_X1	-.106	.075	-.154	-1.417	.160
	TOTAL_X2	-.203	.117	-.210	-1.727	.087
	TOTAL_X3	-.041	.055	-.092	-.735	.464
	TOTAL_X4	-.030	.077	-.045	-.395	.694

a. Dependent Variable: ABS_RES

Based on table 4.20, the signification value in the "Coefficient" output table is known. For the brand image variable (X1) it is 0.160 > 0.05; the E-WOM variable (X2) is 0.087 > 0.05; the Impulse Buying variable (X3) is 0.464 > 0.05; and for the Promotion variable (X4) it is 0.694 > 0.05. Thus, it can be concluded that heteroscedasticity does not occur because the sig value is > 0.05.

c. Multicollinearity Test

The multicollinearity test is used to determine whether there are deviations from the classic assumption of multicollinearity, namely the existence of a linear relationship between the independent variables of the regression model. The method used in this research is to look at the magnitude of the tolerance value and the variance inflation factor (VIF) value.

Table 5. Multicollinearity Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.118	1.727		2.963	.004		
	TOTAL_X1	.394	.131	.291	3.001	.003	.752	1.330
	TOTAL_X2	.348	.205	.184	1.697	.093	.600	1.666
	TOTAL_X3	-.056	.097	-.066	-.584	.561	.562	1.780
	TOTAL_X4	.402	.135	.303	2.988	.004	.690	1.449

a. Dependent Variable: TOTAL_Y

The results of the "Coefficient" in the "Collinearity Statistics" section show that the brand image variable Tolerance (X1) is 0.752 > 0.10; the E-WOM variable (X2) is 0.600 > 0.10; the Impulse Buying variable (X3) is 0.562 > 0.10; and for the Promotion variable (X4) it is 0.690. It can be concluded that these variables do not show multicollinearity, because all variable values are greater (>) than 0.10, which means there is no multicollinearity in the regression model.

Meanwhile, the VIF value for the Brand Image variable (X1) is 1.330 < 10.00; for the E-WOM variable (X2) is 1.666 < 10.00; for the Impulse Buying variable (X3) it is 1.780 < 10.00; and for the Promotion variable (X4) it is 1.449 < 10.00. From these variables it can also be concluded that because all variable values are smaller than (<) 10.00, this means that multicollinearity does not occur in the regression model.

Multiple Linear Regression Analysis

According to Firdaus (2019) multiple linear regression models are used to measure how much influence between the independent variable and the dependent variable.

Table 6. Multiple Linear Regression Analysis Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.118	1.727		2.963	.004
	TOTAL_X1	.394	.131	.291	3.001	.003
	TOTAL_X2	.348	.205	.184	1.697	.093
	TOTAL_X3	-.056	.097	-.066	-.584	.561
	TOTAL_X4	.402	.135	.303	2.988	.004

a. Dependent Variable: TOTAL_Y

Table 6 shows the results of multiple linear regression analysis with the variables brand image (X1), E-WOM (X2), impulse buying (X3), promotion (X4) and purchasing decisions (Y).

Y = 5.118+0.394X1 + 0.348X2-0.056X3+0.402X4+e

It can be concluded as follows:

1. The constant 5.118 means that if brand image, e-word of mouth, impulse buying and promotions do not increase, then the purchasing decision at the TikTok shop is positive.
2. The constant 0.394 means that if the brand image does not increase, then the purchasing decision at the TikTok shop is positive.
3. The constant of 0.348 means that if e-word of mouth does not increase, then the purchasing decision at the TikTok shop is positive.
4. The constant 0.056 means that if impulse buying does not increase, then the purchasing decision at the TikTok shop is negative.
5. The constant 0.402 means that if the promotion does not increase, then the purchasing decision at the TikTok shop is positive.

Coefficient of Determination (R^2)

The coefficient of determination measures the ability of the independent variable to explain variations in the dependent variable (Ghozali, 2013). The coefficient of determination has a value between 0 and 1. The results of the coefficient of determination R2 can be obtained as follows:

Table 7. Determination Coefficient (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.571[a]	.326	.298	2.051

a. Predictors: (Constant), TOTAL_X4, TOTAL_X1, TOTAL_X2, TOTAL_X3
b. Dependent Variable: TOTAL_Y

Based on the table above, the adjusted R square (coefficient of determination) value is 0.298, which means the influence of the independent variable (X) on the dependent variable (Y) is 29.8%.

Hypothesis testing

After getting the results of the Linear Regression test, the data is interpreted using the t test and F test. The following is the interpretation of the data based on the t test and f test, which is as follows:

a. t Test (Partial)

According to Ghozali (2007), the test is used to determine the effect of the independent variable on the dependent variable partially (individually).

Table 8. t Test Results (Partial)

Variabel	Sig.	t. count	Results
Brand Image	0.003	3,001	Signifikan
E-WOM	0.093	1,697	Not Signifikan
Impulse Buying	0.561	-0,584	Not Signifikan
Promotion	0.004	2,988	Signifikan
Brand Image	0.003	3,001	Signifikan

Based on the table it can be concluded as follows:

1. t count brand Image (3.001) > t table (1.985) and sig value. brand Image (0.003) < standard sig value. (0.050). So H0.1 is rejected and H1.1 is accepted, meaning that the brand image variable (X1) has a partial effect on the purchasing decision variable (Y).

2. t calculated E-WOM (1.697) < t table (1.985) and the sig value. E-WOM (0.093) > standard sig value. (0.050). So H0.2 is accepted and H1.2 is rejected, meaning that the E-WOM variable (X2) has no partial effect on the purchasing decision variable (Y).
3. t calculated Impulse Buying (-0.584) < t table (1.985) and the sig value. Impulse Buying (0.561) > standard sig value. (0.050). So H0.3 is accepted and H1.3 is rejected, meaning that the impulse buying variable (X3) has no partial effect on the purchasing decision variable (Y).
4. t calculated promotion (2.988) > t table (1.985) and sig value. promotion (0.004) < standard sig value. (0.050). So H0.4 is rejected and H1.4 is accepted, meaning that the promotion variable (X4) has a partial effect on the purchasing decision variable (Y).

b. F Test (Simultaneous)

The F (simultaneous) test in the linear regression model aims to determine whether or not there is a simultaneous (together) influence given by the independent variable (X) on the dependent variable (Y).

Table 9. F Test Results (Simultaneous)

	Model	F	Sig.
1.	*Reression*	11.495	.000[b]
	Residual		

The results of the linear regression analysis above can be concluded from the Hypothesis Test as follows:

1. Sig value. variable X Simultaneous (0.000) < standard sig value. (0.05). So that the variables brand image (X1), E-WOM (X2), impulse buying (X3), and promotion (X4) simultaneously influence the purchasing decision variable (Y).
2. Calculated F value (11.495) > Table F value (2.470). So that the variables brand image (X1), E-WOM (X2), impulse buying (X3), and promotion (X4) simultaneously influence the purchasing decision variable (Y).

INTERPRETATION

This research aims to determine the influence of brand image, E-WOM, impulse buying and promotions partially and simultaneously on purchasing decisions at the Tik Tok Shop among students at the Mandala Jember Institute of Technology and Science. Discussion of research results can be presented as follows:

a. Partial Influence of Brand Image (X1) on Purchasing Decisions (Y)

This research shows that the sig. brand Image (0.003) < standard sig value. (0.050), and t calculated brand Image (3.001) > t table (1.985). So the brand image variable (X1) has a partial effect on the purchasing decision variable (Y). This is supported by the results of the analysis (Margo, 2022) that has been carried out, showing that brand image has a positive and significant effect on purchasing decisions on Tokopedia e-commerce. This is also supported by the results of the questionnaire which showed that 57 respondents answered agreeing that the brand image on Tik Tok Shop is superior to other Marketplaces, 67 respondents answered agreeing that Tik Tok Shop has information as an online buying and selling site that is "easy and reliable", and 67 respondents answered agreeing that the brand image on Tik Tok Shop is unique compared to other marketplaces.

b. Partial Influence of E-WOM (X2) on Purchasing Decisions (Y)

This research shows that the sig. E-WOM (0.093) > standard sig value. (0.050), and t count of E-WOM (1.697) < t table (1.985). So the E-WOM variable (X2) has no partial effect on the purchasing decision variable (Y). This is in contrast to the analysis results (Astuti, 2020) which show that Electronic Word of Mouth or E-WOM has a partial and significant effect on purchasing decisions at Shopee. This also contradicts the results of the questionnaire which showed that 58 respondents agreed that E-WOM on Tik Tok Shop had positive comments and 56 respondents agreed that E-WOM on Tik Tok Shop had recommendations from users of social networking sites.

c. Partial Influence of Impulse Buying (X3) on Purchasing Decisions (Y)

This research shows that the sig value. Impulse Buying (0.561) > standard sig value. (0.050), and t calculated WOM (-0.584) < t table (1.985). So the impulse buying variable (X3) has no partial effect on the purchasing decision variable (Y). This is in contrast to the analysis results (Andika, 2019) which show that impulse buying has a partial and significant effect on purchasing decisions at Lazada. This is also supported by the results of the questionnaire which shows that 31 respondents do not agree that impulse buying at Tik Tok Shop means making purchases spontaneously, as many as 36 respondents do not agree that impulse buying at Tik Tok Shop makes purchases without thinking. However, 39 other respondents agreed to make purchases with positive or negative emotional states.

d. Partial Influence of Promotion (X4) on Purchasing Decisions (Y)

This research shows that the sig. promotion (0.004) < standard sig value. (0.050), and promotion t count (2.988) > t table (1.985). So the promotion variable (X4) has a partial effect on the purchasing decision variable (Y). This is in line with the results of the analysis (Andika, 2019) which has been carried out which shows that promotions have a partial and significant effect on purchasing decisions at Lazada. This is also supported by the results of the questionnaire which shows that 56 respondents agree that promotions at Tik Tok Shop provide discounts, 55 respondents agree that Tik Tok Shop provides raffles and 53 respondents agree that promotions at Tik Tok Shop provide free products.

e. Simultaneous influence of Brand Image (X1), E-WOM (X2), Impulse Buying (X3) and Promotion (X4) on Purchasing Decisions (Y)

This research shows that the values of the four variables, namely Brand Image (X1), E-WOM (X2), Impulse Buying (X3) and Promotion (X4) are 0.000 smaller than the standard sig value. 0.05 (0.000 < 0.05), and the calculated F value (11.495) > the table F value (2.470). So this research proves that the four variables, namely Brand Image, E-WOM, Impulse Buying and Promotion together are factors that influence purchasing decisions.

CONCLUSION

Based on the results of research and discussion regarding the influence of brand image, E-WOM, impulse buying and promotions on purchasing decisions at the Tik Tok Shop among students at the Mandala Jember Institute of Technology and Science, it can be concluded as follows:

1. Brand Image partially influences purchasing decisions at the Tiktok Shop. This shows that the Brand Image on Tiktok Shop is unique and superior to other marketplaces, it has information as an online buying and selling site that is "easy and reliable" thus influencing purchasing decisions at Tiktok Shop.
2. E-Word of Mouth has no partial effect on purchasing decisions at the Tiktok Shop. This shows that positive comments and recommendations from social networking site users on Tiktok Shop have no influence on purchasing decisions at Tiktok Shop.
3. Impulse Buying has no partial effect on purchasing decisions at the Tiktok Shop. This shows that making purchases spontaneously, without thinking and with positive or negative emotional states has no influence on purchasing decisions at the Tiktok Shop.
4. Promotion has a partial effect on purchasing decisions at the Tiktok Shop. This shows that providing discounts, raffles and free products influences purchasing decisions at the Tiktok Shop.
5. Brand Image, E-Word of Mouth, Impulse Buying and Promotion simultaneously influence purchasing decisions at the Tiktok Shop. This shows that these four variables simultaneously influence purchasing decisions.

IMPLICATIONS

Based on the results of this research, it shows that ITS Mandala students' purchasing decisions at the Tiktok Shop consider brand image and promotion. so that improving purchasing decisions can improve brand image and promotion so that it will increase opportunities for consumer purchasing decisions and increase company sales.

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