

THE INFLUENCE OF SOCIAL MEDIA MARKETING ON BUYING INTEREST: CASE STUDY TIKTOK SHOP

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Abstract

Social media is currently an important part of human life. Technology has made it easier for everyone to make purchases, even through social media platforms like TikTok. TikTok, a social media platform experiencing rapid global growth, has launched a unique shopping application known as TikTok Shop. This study aims to analyze social media marketing features, such as product quality, price, promotion, and ease of shopping, to influence consumer interest in making purchases at TikTok Shop. This study, employing a descriptive quantitative method, collected data from 30 respondents through a survey technique. The results of this study revealed that 67% of respondents considered TikTok Shop products to be of good quality, while 60% said the product price was cheaper than other platforms. In addition, 67% liked promotions such as discounts and free shipping, which significantly increased purchase intentions. TikTok Shop was also considered superior in terms of ease of use of features, ease of payment, and a satisfying shopping experience, with 73% of respondents feeling comfortable using this platform. These findings indicate that TikTok Shop features have proven successful in implementing social media marketing and attracting consumer interest, although some respondents still choose other, more established shopping platforms.

Keywords: TikTok, online shop, buying interest, social media

Introduction

The development of digital technology and social media in recent years has changed the way people interact and shop. TikTok, which started as a platform for sharing short videos and entertainment, is one example of a platform that has grown rapidly. TikTok, a social media platform that generates social media marketing, offers cost efficiency and expanded reach, enabling access to clients previously hindered by the time and geographical constraints of traditional distribution methods (Erwin et al. 2023). Today, TikTok has developed into a powerful marketing tool that helps companies and brands reach a wider audience with their products. Customers can buy items they see in videos instantly with TikTok Shop (Annisa et al., 2024).

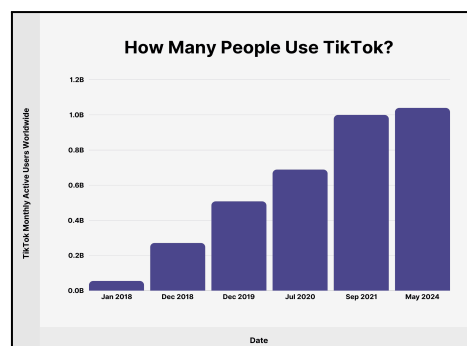


Figure 1
The total number of TikTok users globally.

Source: Backlinko Team, 2024

70% of TikTok users are between the ages of 16 and 24, indicating that the platform is very popular among young people. TikTok has over 1 billion monthly active users worldwide (Figure 1). In the context of marketing, more than 60% of TikTok users report discovering new products through the platform's

uploaded content, and nearly 50% express interest in purchasing products they come across through TikTok videos (Backlinko Team, 2024). Using TikTok as a marketing channel can enhance product awareness among potential consumers and customers due to its extensive user reach. TikTok developed an e-commerce site named TikTok Shop. E-commerce offers numerous advantages, including the expansion of marketing reach, enhancement of consumer happiness, and provision of convenience, thus granting the company a significant competitive edge over its rivals (Siahaan et al., 2023).

The purpose of this study is to determine how much influence TikTok social media marketing has on consumers' intentions to make purchases. This study informs business actors about the effectiveness of the TikTok Shop feature in boosting consumer purchasing interest, thereby serving as a guide for a more effective marketing strategy on the platform.

Methods

This study utilizes quantitative methodology and survey methods to collect data on how social media marketing influences consumer purchase intentions on TikTok. The survey has multiple closed-ended questions and employs a Likert scale (Sugiyono, 2017). Distributed questionnaires measured a number of factors influencing purchasing decisions, including product quality, availability of goods, price, promotion, payment method, and shopping convenience (Zulfa et al., 2024). We administered this questionnaire to thirty participants who frequently shop at TikTok Shop and actively use TikTok. Descriptive statistical analysis of the collected data will elucidate the frequency and distribution of respondents' answers to each questionnaire item.

Results and Discussions

All samples used were students of Universitas Terbuka (UT) whose ages were within the productive range. Based on the questionnaire results, 30% of respondents were between 22 and 24 years old, while 70% of respondents were between 18 and 21 years old (Figure 2). Half of the respondents were female, and the other half were male. With this balanced gender ratio, we can have a more comprehensive understanding of the impact of TikTok Shop on purchase intention from the perspective of men and women (Figure 2).

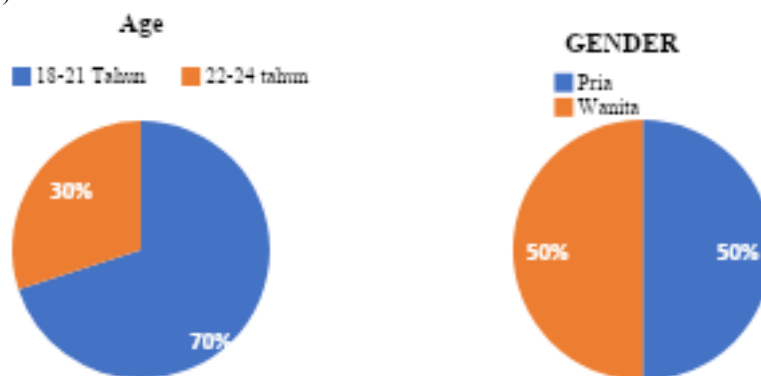


Figure 2
Age and Gender of Respondents
Source: Data Processing Result, 2024

The majority of respondents (80%) use TikTok every day, with an average of one to two hours per day (Figure 3). This shows how TikTok has become a part of their daily lives, serving as a platform to discover items they are interested in as well as a source of enjoyment. Another 20% of respondents use TikTok for shorter periods of time, perhaps three to four times per week.

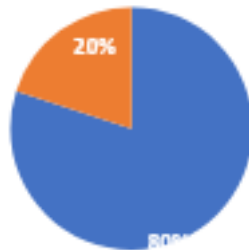
Around 60% of respondents have purchased something from TikTok Shop, with the remaining respondents (40%) preferring to explore content or purchase items from other platforms (Figure 3). According to the questionnaire results, most respondents use TikTok every day for an average of 1–2 hours. However, 40% of respondents admitted that they browse TikTok for fun rather than for transactions (Figure 3), indicating that the use of this platform is usually motivated by entertainment and information seeking. Only about 60% of respondents have ever made a purchase on TikTok Shop.

Social media marketing, as TikTok does, is a marketing activity that aims to attract consumers' attention through social media. It involves creating content that attracts consumers and encourages them

to share it with other social media users (Hartanto et al., 2022). This shows that, although TikTok Shop offers many interesting features, not all respondents chose it as their main purchase destination. Some people prefer to shop on other shopping applications that are more well-known and have existed for a long time, such as Tokopedia or Bukalapak.

FREQUENCY OF TIKTOK USE

■ 7 kali/minggu ■ 3-4 kali/minggu



USER PURPOSE

■ Pengguna tiktokshop ■ Pengguna tiktok



Figure 3
Frequency and Purpose of Respondents in Using TikTok

Source: Data Processing Result, 2024

The majority of respondents (67%) agreed that the items offered on TikTok Shop are of very good quality (Figure 4). Although TikTok Shop is relatively new in the e-commerce world, it has managed to build a favorable reputation among its consumers due to the quality of its products. TikTok Shop offers customers a variety of choices and makes it easy for them to choose what they want. TikTok Shop sellers provide detailed information to customers about the quality of their products, thereby increasing customer confidence (Antika & Maknurah, 2023).

Almost 70% of respondents said that TikTok Shop has almost all the items they want (Figure 4). This shows that TikTok Shop is a fantastic place to shop because it already offers a fairly complete selection of goods. Respondents expressed their satisfaction with the convenience of transacting on TikTok Shop. Seventy percent of those surveyed agreed or strongly agreed that TikTok's payment mechanism is simple to use and comprehensive. TikTok Shop provides a variety of payment options, ranging from credit cards and bank transfers to other digital payments, which gives consumers the flexibility to choose the method that best suits their preferences. Customers can complete transactions faster and more securely thanks to technology that naturally enhances the shopping experience on the platform (Widiyasari et al., 2024).

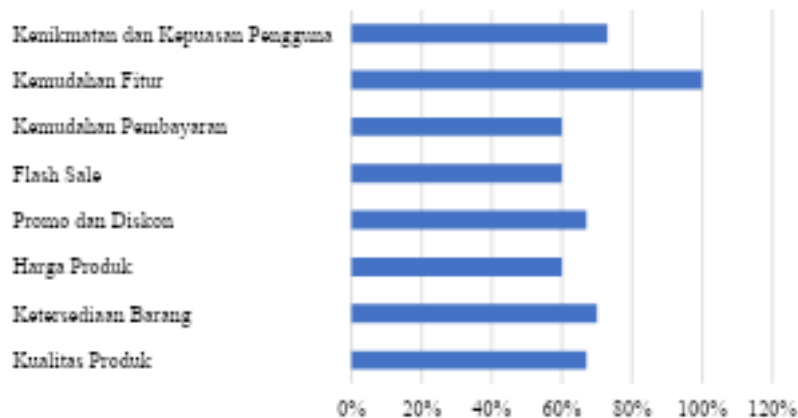


Figure 4
Respondents Perception of Tiktoshop

Source: Data Processing Result, 2024

Approximately 60% of respondents indicate that TikTok Shop provides products at more competitive pricing compared to other shopping applications (Figure 4). Users are attracted to TikTok Shop because they often seek online shopping platforms that provide lesser prices. The questionnaire results indicate that most users see TikTok Shop's product prices as cheaper than those of other shopping applications.

This indicates that TikTok Shop has effectively drawn customers by providing more competitive prices, a significant factor in purchasing decisions. Consumers are more inclined to select a platform with reduced prices, as they perceive it to offer superior value for their expenditure. A significant proportion of respondents (67%) like the incentives provided by TikTok Shop, including complimentary delivery and store discounts. These enticing deals substantially enhance TikTok Shop's allure to users. TikTok Shop frequently conducts flash sales including substantial discounts, which participants deem advantageous. Flash sales are among the most effective marketing strategies for attracting clients, as they provide the opportunity to purchase things at significantly reduced prices compared to their standard rates. Considering that these promotions are time-limited, the substantial price reductions incentivize immediate purchases (Nabilanasywa et al., 2024). Sixty percent of respondents concurred that TikTok Shop frequently conducts flash deals featuring substantial discounts (Figure 4). This indicates that TikTok Shop frequently conducts appealing offers and motivates customers to buy. Competitive pricing and substantial reductions during flash sales significantly influence consumers' purchasing intentions. Many people are inclined to purchase things if they perceive that they are obtaining a superior bargain compared to other platforms. Customers are incentivized to spend more due to TikTok Shop's competitive pricing and frequent flash sale discounts, allowing them to purchase things at a reduced cost. Customers are more inclined to purchase when they can acquire the desired goods at a reduced price, as this enhances their satisfaction (Nabilanasywa et al., 2024).

Sixty percent of respondents believe that TikTok's payment alternatives are comprehensible and straightforward to execute (Figure 4). Usability of Features The majority of respondents concurred that the functionalities offered on TikTok Shop are user-friendly, suggesting that this platform facilitates a more accessible buying experience for customers. Respondents rated the convenience of payment alternatives, especially the cash on delivery (COD) option, very highly. Many respondents assert that the Cash on Delivery (COD) payment option enhances the convenience and security of transactions for individuals who favor post-receipt payment. Customers experience reassurance while utilizing this service as they are not required to make advance payments. The diversity and transparency of payment choices enhance users' favorable perceptions of TikTok Shop as a transactional platform.

A majority of respondents express comfort and satisfaction while shopping at TikTok Shop, with 73% feeling at ease and 70% content with the shopping experience (Figure 4). This illustrates that TikTok Shop's functionalities can provide a gratifying buying experience, prompting customers to revisit when they feel comfortable using the program, as it minimizes distractions and streamlines the process of locating and acquiring products. Customers enjoy enhanced safety and satisfaction with this platform when they have a favorable interaction with the application and complete transactions. This not only enhances purchase frequency but also fosters greater consumer loyalty, a crucial factor in the long-term expansion of an e-commerce platform (Zulfa et al., 2024).

Conclusion

This study reveals that active TikTok Shop users, who are in the product age range of 18-21, frequently use the application on a daily basis. The result demonstrates that the TikTok Shop features significantly attract attention and increase consumer purchase intentions, positioning TikTok Shop as a competitive e-commerce platform in the digital market. The ease of using the TikTok Shop feature is the main reason its users can enjoy the application. In addition, TikTok Shop features such as COD options, flash deals with big discounts, and simple payment methods all contribute to a positive shopping experience and encourage customers to make larger purchases.

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Authors' Bibliography

Nurul Hikmah was born in Tanah Laut on January 20, 2003, and currently lives in Balangan City. Nurul is a student currently studying at Universitas Terbuka Banjarmasin, South Kalimantan, Indonesia, majoring in Management. Nurul Hikmah contributed to this article by writing, collecting, and analyzing data. Fatimah Abdillah, as the second author, contributed to writing and analyzing research data. Nurul aims to provide business actors with insights into the effectiveness of the TikTok Shop feature in boosting consumer purchasing interest, thereby serving as a reference for a more optimal marketing strategy on the platform.