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THE EFFECT OF MARKETING COMMUNICATION SOCIAL MEDIA TIKTOK ON CONSUMER BUYING INTEREST

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Abstract

Social media users have increased, especially on the TikTok application. Based on Business of Apps data, there are 1.53 billion active monthly users of TikTok in the world as of the third quarter of 2022. The TikTok application can be the best tool for marketing a product that can reach consumers. This study aims to determine the effect of Tiktok social media marketing communications on consumer buying interest. The sample in this study were 75 respondents who use social media TikTok in the city of Medan. In this study, the sample was taken with a non-probability sampling design, with the sampling technique used was accidental sampling. Data analysis used multiple linear regression analysis. The results of this study indicate that TikTok's social media marketing communications have a positive and significant effect on consumer buying interest.

Keywords: Marketing Communication; Consumer Buying Interest

INTRODUCTION

New trends affected communication recently, modifying the basic aspects and attitudes of firms and consumers. Many companies believe that their existence on social media platforms is the key ingredient to a successful. Social media has a growing effect in many perspectives: from one standpoint, it reverses the way how and why users communicate with each other. From another standpoint, it permits of the extension of marketing communication opportunities both in a business-to-business (B2B) and a business-to-consumer (B2C) aspect. Social media supports firms to rethink the traditional one-way communication flow of their marketing messages. Consequently, business actors have to incorporate a new, interactive communication flow into their marketing strategy.

Marketing Communication includes the entire collection of messages you communicate to the market and your target audience via different media and platforms. This communication involves direct marketing, advertising, print materials, branding, packaging, online presence, sales representation, and others to gain market share. Effective communication ensures that the right channels pass the information to the appropriate audience. Effective marketing communication drives the achievement of set goals and objectives of the marketer. These goals could be: gaining popularity, generating leads, or driving sales. Marketing communication concepts revolve around how a marketer shares meaningful information and concepts to the target audience about the

products or services they render via publicity, advertisement, salespeople, and promotions. Marketers aim to promote a product to a target audience. This communication pushes the audience through the sales funnel. Conversely, feedback is the reverse; it is the message a marketer gets from their consumers. According to Irfan (2014) in previous research, social media marketing is a marketing strategy activity that is usually used by social media sites such as Facebook, Twitter, Youtube, Instagram and so on.

There are a variety of channels to communicate and market to your audience, one of them and which will be discussed in this research is social media TikTok. Online sales have increased during the Covid-19 pandemic. The occurrence of covid-19 has changed the use of favorite media applications used by internet residents. One such application is TikTok. Tiktok is an application from China that is growing rapidly in 2020 and has become a new culture in Indonesia. Even though this application has been around since 2018, recently it has become an application that is in demand by content creators and even online traders to market their products. During the first quarter (Q1) of 2018, TikTok was named the most downloaded application, with 45.8 million times beating the number of downloads of other popular applications, namely Instagram, YouTube, WhatsApp and Facebook Messenger (Wijaya & Mashud, 2020).

Along with the development of the times in the 21st century, most aspects of the environment in life are experiencing rapid changes, so companies must be ready and responsive in dealing with changes, including using new ways of doing marketing, especially in digital marketing. Marketing communications really help shape and build positive awareness in the eyes of consumers. All actions taken by each online shop to achieve goals influence consumer perceptions. Most consumers rely on advertising as information for every decision to buy a product. Kotler (1994) Consumer behaviour is the study of how people buy, what they buy, when they buy and why they buy. Solomon et al. (1995) Consumer is the study "of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires". New challenges keep coming so that every marketing content that has been done must be continuously evaluated with the aim of achieving marketing effectiveness. Usually advertisements are shown like discounts on each social media account. The promotion strategy carried out by every business person plays an important role for marketing (Purbohastuti, 2017, p. 212-213).

Based on this background, the researcher wants to make research related to The Effect of Marketing Communication Social Media TikTok on Consumer Buying Interest.

RESEARCH METHOD

The research method used in this study is the associative method, which is research that connects two or more variables to see the relationship between variables through testing the hypothesis on the research title The Effects of Marketing Communication Social Media TikTok on Consumer Buying Interest. The variables linked in this study are the independent variables, namely Marketing Communication (X), and the dependent variable, namely Consumer Buying Interest (Y).

The population in this study are all Tiktok social media users in the city of Medan whose number is unknown. Data were collected from 73 samples, with the technique of determining the sample used was a purposive sampling technique, namely the technique of determining the sample based on the specified criteria. The sample criteria are who had used the social media

Tiktok in Medan.

Data was collected by distributing questionnaires that measured each variable in this study using a Likert scale of 1 to five (Strongly Disagree-Strongly Agree). Before data collection, validity and reliability tests were carried out on the questionnaire statements of 30 respondents outside the study sample.

According to the research method, the data source to be used in this study is primary data, namely data obtained directly from the respondents selected. In this study, primary data was obtained by administering a questionnaire and asking several questions and statements. Secondary data is data obtained through documents studied through literature, internet websites, previous research, and journals that support this research.

The data collection method used in this study was an interview and questionnaire, a data collection technique, provides questions or written statements to the respondents to be answered regarding the research variables. Furthermore, the study of documentation, namely collecting data through information from articles, journals, magazines, the internet, and books relevant to research. Later the data is used as a reference in this study.

RESULTS AND DISCUSSION
Classic Assumption Test

According to Gujarati & Porter (2013), the classical assumption test aims to ensure that the research results are valid with the data used theoretically unbiased, consistent, and efficient regression coefficient estimation.

1. Normality Test

According to Gujarati and Porter (2013), the normality test aims to test whether the confounding or residual variables in the regression model have a normal distribution. The data normality test in this study was carried out using several approaches, such as the histogram approach, the graphical approach, and the Kolmogorov-Smirnov statistical approach.
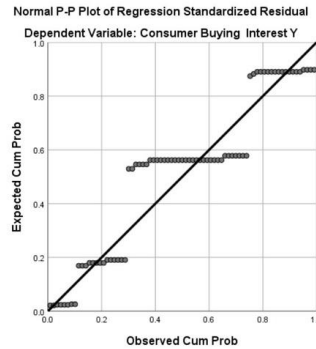
a. Histogram Approach
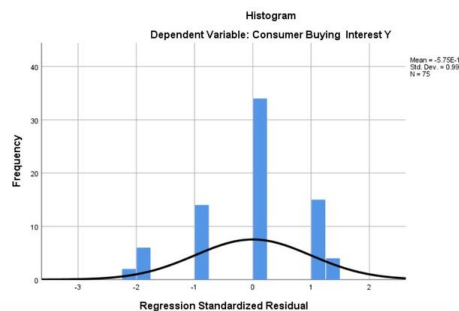
Figure 1 Normality Test Histogram

The data normality test with the histogram approach above shows the regression model's normal distribution. It can be seen from the histogram line, which does not deviate to the left or right so that the data distribution is normally distributed.

b. Normal Probability Plot

Figure 2 P-Plot of Normality Test

Based on the results of the normality test with the graphical approach above, it can be seen that the data has a normal distribution. It can be seen from the spread of points around the diagonal axis of the graph.

c. Kolmogrov-Smirnov Test (K-S)

Table 1. Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		75
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.35139867
Most Extreme Differences	Absolute	.059
	Positive	.054
	Negative	-.059
Kolmogorov-Smirnov Z		.059
Asymp. Sig. (2-tailed)		.257
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Research Processed Data (2023)

The Kolmogrov-Smirnov test shows that the Asymp.Sig. (2-tailed) is 0.257 > 0.05. this means the value is above the significant value of 5% (0.05). Therefore, the Kolmogorov Smirnov test (K-S) also states that the residual data is normally distributed.

2. Heteroscedasticity Test

The heteroscedasticity test aims to test whether there is an inequality of variance in the regression model from the residuals of one observation to another. If the variance from the residual from one observation to other remains, then it is called homoscedasticity; if it is different, it is called heteroscedasticity (Ghozali, 2016).

Table 2. Heteroscedasticity Test

Glejser Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.514	.378		1.361	.178
	Marketing communication sosial media X	.049	.092	.062	.533	.596

a. Dependent Variable: Abs_RES

Source: Research Processed Data (2023)

Based on the Glejser test results, the value of sig. glejser for variable X = 0.596 > 0.05 (then there is no heteroscedasticity)

3. **Multicollinearity Test**

According to Ghozali (2016), the multicollinearity test aims to test whether the regression model found a correlation between independent (independent) variables. A good regression model should not correlate with the independent variables. If the independent variables are correlated, then these variables are not orthogonal.

Table 3. Multicollinearity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.008	.598		6.699	.000		
	Marketing communication sosial media X	-.038	.146	-.031	-.262	.794	1.000	1.000

a. Dependent Variable: Consumer Buying Interest Y

Source: Research Processed Data (2023)

In table 3, because the VIF value is <10, it is concluded that there is no multicollinearity between the independent variables.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine how much influence the independent variable (X), which consists of marketing communication (X1), has on the dependent variable (Y), namely consumer buying interest. The multiple linear regression coefficient values can be seen in Table 4 below:

Table 4. Multiple Linear Regression Analysis Test Results

Model		Unstandardized Coefficients		standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.881	1.186		4.115	.000
	Marketing Communication social media (X)	.228	.066	.305	3.460	.001

Source: Research Processed Data (2023)

Based on the table, a multiple linear regression equation is obtained as follows:

$$Y = 4.881 + 0.228X$$

Based on the above equation can be explained as follows:
1. Constant (β0) = 4,881 indicates a constant level, where if marketing communication (X1), then consumer buying interest (Y) is 4,881, assuming other variables are constant.
2. The marketing communication variable (β1) has a positive effect on consumer buying interest (Y), meaning that if the marketing communication variable (X1) is increased, the consumer buying interest variable (Y) will increase, and vice versa.

Determination Coefficient Test (R^2)

According to Ghozali (2016), the coefficient of determination test (R^2) is a tool to measure how far the model's ability to explain variations in the dependent variable. In other words, the coefficient of determination test (R^2) determines the ability of the independent variables used in the regression equation to explain dependent variation. The results of the coefficient of determination (R^2) can be seen in Table 5 :

Table 5. Determination Coefficient Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723[a]	.523	.503	1.37965

a. Predictors: (Constant), Marketing Communication Social Media (X)

b. Dependent Variable: consumer buying interest (Y)

Source: Research Processed Data (2023)

Based on the table above, it can be seen that the Adjusted R Square value of 0.503. This means that 50.3% of the variation in consumer buying interest variables can be explained by the variables of marketing communication social media. While the remaining 49.7% was explained by other factors that were not studied in this study.

Simultaneous Hypothesis Test (Test F)

This test is basically to see whether all the independent variables included in the model have a simultaneous effect on the dependent variable. In this study, it was known that the number of samples (n) was 75, and the total number of variables (k) was 2. So that:

df1 = k – 1 = 2 – 1 = 1

df2 = n – k = 75 – 2 = 73

The calculated F value will be obtained using SPSS assistance and then compared with Ftable at the level of α = 5%. The test results can be seen in Table 5 below:

Table 6. Test Results F

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	148.002	3	49.334	25.918	.000[a]
	Residual	135.145	71	1.903		
	Total	283.147	74			

a. Predictors: (Constant), Marketing Communication Social Media (X)

b. Dependent Variable: Consumer Buying Interest (Y)

Source: Research Processed Data (2023)

Based on table 6, The calculated F value is 25.918 and the Sig. value is 0.000. It is known that the value of F calculates 25.918 > F table 3.97 and the value of Sig is 0.000 < 0.05, then marketing communication significant effect on consumer buying interest.

Partial Hypothesis Test (t-test)

This test is carried out to find out how far the influence of an independent variable partially (individually) on the variation of the dependent variable is. The test results are, with an error rate (α) = 5% and degrees of freedom (df) = (n-k) = 75–2 = 73. Then, the ttable used is 0,05% (73) = 1,66.

Table 7. t-test Results

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.881	1.186		4.115	.000
	Marketing communication social media (X)	.228	.066	.305	3.460	.001

Source: Research Processed Data (2023)

Based on Table 6, it can be seen that The marketing communication variable has a coefficient ($\beta 1$) = = 4.008 > 0 with a count of (3.460) > ttabel (1.66) and significant (0.001) < 0.05. Thus the marketing communication variable has a positive and significant effect on consumer buying interest.

CONCLUSION

Based on the results of this study, the conclusions is marketing communication social media has a positive and significant effect on Consumer buying behavior.

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