

Influencer Marketing, Online Advertising, and Viral Marketing strategic on Gen Z's purchase decision at TikTok Shop

(Case Study at TikTok Shop Users in post pandemic)

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Abstract

The purpose of this study was to determine the effect of Influencer Marketing, Online Advertising, and Viral Marketing on Purchasing Decisions and to determine indicators that influence the variables on the INFLUENCE OF INFLUENCER MARKETING, ONLINE ADVERTISING, AND VIRAL MARKETING ON PURCHASE DECISIONS AT TIKTOK SHOP, (CASE STUDY AGAINST TIKTOK GENERATION Z USERS).

The independent variables in this study are influencer marketing, online advertising and viral marketing. The dependent variable in this study is the Purchase Decision. Determination of the sample in this study using the ancient Rao formula. The sample used is the entire population or users of TikTok Generation Z who have made purchases at the TikTok Shop.

The method used in analyzing the data is multiple linear regression analysis which includes the t test, f test, test the coefficient of determination previously the data is tested using the classical assumption test which consists of a normality test, multicollinearity test, heteroscedasticity test with the help of the SPSS 25 program for windows . The results showed that the Influencer Marketing, Online Advertising, and Viral Marketing variables had a significant effect on Consumer Purchase Decisions.

Keywords: Influencer Marketing, Online Advertising, Viral Marketing

INTRODUCTION

Technological developments are currently experiencing very rapid development from year to year, these developments have brought many changes, including to the business world. The use of technology in online business is currently in great demand by business people, the use of this technology is very profitable, especially in terms of marketing. Marketing strategies by utilizing this technology can reach a wide market and can be reached by anyone, this can also improve consumer purchasing decisions.

The Covid-19 pandemic that occurred in early 2020 has limited access to leaving the house due to the lockdown policy. This has an impact on economic activity and buying and selling. With the pandemic, online buying and selling activities experienced rapid growth. The use of online shopping applications increased by 300% and experienced a peak increase of 400%. (Sulistiyo, Hartanto, Santoso, & Hastuti, 2021)

Purchasing decision is a consumer behavior in determining their choice of a product that will be taken by these consumers. Marketing strategies to increase purchasing decisions by using social media are becoming a trend among business people in today's modern era. Some of the factors that can improve consumer purchasing decisions are by using services *Influencer* to introduce the brand or product to consumers. According to (Shadrina & Sulistyanto, 2022) who stated in his journal that *Influencer* are individuals who have the power to influence the buying decisions of others because of their authority, knowledge, position or relationship with followers.

Online Advertising It is also a marketing strategy that is widely used by business people. According to Deshwal (2016) in (Eka Santi, 2020) *Online Advertising* is a type of mass communication that is based on traditional advertising but also develops a communication strategy that correlates with new technical and media requirements. *Online Advertising* This can be sent through various channels (such as e-mail or interactive games, video clips, print or audio, and others).

The next factor that can increase the purchase decision is by *Viral Marketing*. According to (Kotler & Armstrong, 2018) *Viral Marketing* is a form of word-of-mouth digital marketing that involves creating video or advertising content that is so infectious that customers will seek out the creator or recommend that content to their friends. According to (Hidayati, 2018) one of the things that makes this viral is by having an active chat group on social media, consumers will get a source of information about the product they are looking for, or about where the product was purchased, so that in this case consumers will easily talk about it. products that will be purchased with other consumers both regarding price information, quality, and so on.

One of the social media that is often used by people in Indonesia today is the TikTok application. According to information from Kumparan (2020) in (Valiant, 2022) almost 4 years after its launch, the TikTok application has experienced a high increase in popularity. The popularity of this application does not only make this application an application for mere entertainment but can also be a venue for conducting business activities. According to (Saharani, 2022) stated that the TikTok application is not only a formidable competitor in the world of social media, now the application has also penetrated into other fields, TikTok also presents a new service, namely *e-commers*, like *e-commers* in general, TikTok also sells various products from stores that have joined them. Since its launch, the TikTok shop has been loved by its users, because now users can not only view product review videos, but users can directly buy the product through the TikTok shop feature. The TikTok shop also offers free shipping services and very attractive promotional promos.

According to (Firamadhina & Krisnani, 2021) the use of social media such as *Facebook*, *Instagram*, *Twitter* and also *TikTok* this is fulfilled by several generations, one of which is generation Z. The TikTok application is much liked by Generation Z because of the characteristics of TikTok that have never been owned by other social media. It is as if by using TikTok, Generation Z can reveal their respective identities or identity. According to (Francis & Hoefel, 2018) Members of the Z generation are generally people born from 1995-

2010, Meanwhile (Prakash & Tiwari, 2021) in his journal states that many researchers have different opinions regarding the birth year of this generation, but the literature Popular shows members of this generation born after 1995. Despite differences of opinion regarding the range of birth years of Generation Z, Berkup (2014) in (Isnawati et al., 2022) explains that Generation Z is the first generation. *tech addict*, generation Z is referred to as generation *tech addict* because this generation has a high understanding of internet technology, generation Z access all types of information they need on the internet and this generation is often connected online for 24 hours straight, this generation is also consistent in searching for or sharing information online, they are considered as a multitasking generation, do not like to work in teams and efficient in the use of technology.

Research on *Influencer Marketing on social media, Online Advertising, and Viral Marketing* Against this Purchase Decision there are still inconsistent differences from previous researchers. Where in research regarding *Influencer Marketing* conducted by (Amalia & Sagita, 2019) has a significant effect on purchasing decisions, but it is different from the research conducted by (Thania & Anggarini, 2021). Research conducted by (Adhitya Yoga Prasetya, Ari Dwi Astono, 2021) and (Aqsa, 2018) which states that *Online Advertising* has a significant effect on purchasing decisions, but it is different from research conducted by (Jamarnis & Susanti, 2019). Research conducted by (Syuhada & Widodo, 2019) where *Viral Marketing* has a significant effect on purchasing decisions, but it is different from research conducted by (Lustono & Laila Cahyani, 2020).

Based on the background above, there are still differences in research results from previous researchers, so in this case the author is interested in conducting research with the title "*The Effect of Influencer Marketing, Online Advertising, and Viral Marketing on Purchase Decisions at the TikTok Shop (Case Study of Generation Z TikTok Users)*".

LITERATURE REVIEW

Influencer Marketing

In this modern era, marketing strategies use services *Influencer* is a marketing strategy that is

widely used by business people. By using services *Influencer* can open up many opportunities for business people or large companies to introduce their products widely, *Influencer* can also influence its followers in increasing followers and also in determining consumer purchasing decisions. According to (Zaki, 2018) in his journal said that *Influencer* is a figure that has the power to influence society, its followers and the target segment to be addressed and can be the target of promotion of the brand itself. Meanwhile, according to (Solis & Webber, 2012) in (Amalia & Sagita, 2019) *Influencer* is someone with important status and focus in the community who has the ability to effect or change the behavior of those with whom they are connected. As for Indicators *Influencer Marketing* according to Solis (2012) in (Amalia & Sagita, 2019) are as follows: 1) *Engagement*, 2) *Reach*, 3) *Resonance*, 4) *Relevance*.

Online Advertising

According to Schlosser, Shavitt & Kanver (1999) in (Adhitya Yoga Prasetya, Ari Dwi Astono, 2021) *Online Advertising* is a form of commercial content on the internet created by businesses to provide information to consumers about products or services. Tavor (2011) in (Eka Santi, 2020) says that the internet is the most powerful medium in the world for two reasons: first, almost every home has access to using the internet, second, the internet has a larger daily audience compared to traditional media. According to him *online advertising* also become one of the promotional media that is attractive to consumers because in advertising it focuses more on them to suit the interests of its constituents, *Online advertising* these can also appear simultaneously in several variations such as video, sound clip, text, and also a combination of these. Meanwhile, according to Schlosser, Shavitt & Kanver (1999) in (Adhitya Yoga Prasetya, Ari Dwi Astono, 2021) several dimensions to determine whether *online advertising* This influence on purchasing decisions are as follows: 1) *Advertising Utility*, 2) *Trust*, 3) *Price Perception*, 4) *Regulation*. Meanwhile, according to (Aqsa, 2018) says that the inner dimension *online advertising* This is divided into two factors, these two factors are: 1) *Communicate*, 2) *Content*.

Viral Marketing

Viral marketing is a marketing strategy that can encourage audiences to spread marketing to other individuals. According to Hasan (2010) in (Widjaja & Alexandra, 2019) *Viral Marketing* is a form of internet-based word-of-mouth marketing whose promotional function has a networking nature and is designed like a virus from one person to another quickly and broadly, by providing special rewards to its consumers. According to Kaplan and Haenlin (2011) in (Pratama et al., 2022) several dimensions are used as benchmarks *viral marketing* are as follows: 1) *Messenger*, 2) *Message*, 3) *Environment*.

Purchase Decision

According to (Kotler & Armstrong, 2018) Purchasing decision is the decision to buy a product with the most preferred brand, but these two factors can appear purchase intention and purchase decision. Several stages that consumers pass through in the decision-making process according to (Kotler & Armstrong, 2018) are as follows: 1) Problem Recognition, 2) Information Search, 3) Alternative Evaluation, 4) Purchase Decision, 5) Behavior after purchase. Several purchasing decision indicators according to (Kotler & Armstrong, 2008) in (Handayani et al., 2022) are as follows:

The stability of buying consumers after knowing or seeking information about the product, consumers buy because they like the product, consumers buy because there is a desire or need from these consumers, consumers buy because they get recommendations from other people.

Intermediate Influence *Influencer Marketing* to the Purchase Decision.

Influencer Marketing Marketing is done by using the services of a person *influencer* to convey marketing messages to the public. Marketing strategy using *influencer marketing* This has become an effective marketing strategy in bringing in consumers, because *influencer* is someone who can influence society, especially towards *followers* from the influence itself. Any activity or information conveyed by someone *influencer* would become the center of attention for his followers. So that in this case many companies or business people use services *influencer* to enhance brands *awareness*.

Utilization *influencer marketing* This is also an important thing in promotional activities that can increase consumer purchasing decisions. Research conducted by (Amalia & Sagita, 2019) states that *Influencer Marketing* positive and significant effect on consumer purchasing decisions. From the results of the research above, the authors propose the following hypothesis:

H1 : *Influencer* positive and significant influence on consumer purchasing decisions.

Intermediate Influence *Online Advertising* to the Purchase Decision.

Online advertising has become one of the most popular marketing strategies in the modern era like today, with online advertising it makes it easier for businesses to market their products widely, *online advertising* This can be found on various digital platforms such as social media networks, websites, email marketing and so on. *Online advertising* become a marketing method that can develop quickly in reaching the target audience, with *online advertising* this can also increase brand awareness for consumers, the high level of trust contained in the evaluation of an advertisement or recommendations and reviews from other consumers, this is one strategy that can also increase purchasing decisions for consumers. Research conducted by (Adhitya Yoga Prasetya, Ari Dwi Astono, 2021) and (Aqsa, 2018) states that *Online Advertising* positive and significant effect on consumer purchasing decisions. From the results of the research above, the authors propose the following hypothesis:

H2: *Online Advertising* positive and significant effect on consumer purchasing decisions.

Intermediate Influence *Viral Marketing* to the Purchase Decision.

Marketing strategy *viral marketing* is a marketing strategy that utilizes audiences to disseminate marketing content to other audiences, *viral marketing* this is like a virus that can develop very quickly, so that it can increase the emotions of consumers to be able to make a choice. *Viral marketing* This is also often associated with word of mouth or word of mouth marketing through digital platforms. Making interesting content makes this viral marketing get the attention

of many publics who can also determine purchasing decisions. Research conducted by (Syuhada & Widodo, 2019) states that *Viral Marketing* positive and significant effect on consumer purchasing decisions. From the results of the research above, the authors propose the following hypothesis:

H3: *Viral Marketing* positive and significant effect on consumer purchasing decisions.

RESEARCH METHODS

Population And Sample

According to (Sugiyono, 2018) the population is all the elements that are the area of generalization, the population element is the whole subject to be measured, or is the unit under study. The population in this study is generation Z in the Indonesian region who have made purchases at the TikTok shop. Due to the unknown population size, to determine how many samples are needed, this study uses the formula developed by Rao Purba in (Noviyanti, 2019), that is :

According to the calculation results, the sample used was 96 generation z tiktok users. The sample that is the source of information in this study is TikTok Z generation users aged 17-28 years and have made purchases at the TikTok Shop. still based on parents (Schiffman and Wisenblit 2018) in (Amalia & Sagita, 2019) so researchers only focus on generation Z aged 17-28 years. The sampling technique in this study was to use an approximation technique *non-probability sampling* namely technique *purposive sampling* by providing criteria as a condition for being a respondent. The criteria for respondents in this study include:

Respondents are individuals who belong to the Z generation category, with an age range of 17-28 years and Respondents have made purchases in the TikTok application.

Data analysis technique

In this study, the data sources obtained were primary and secondary data sources, where the primary data sources in this study were obtained from distributing questionnaires using *goggle form* which was distributed to the Z generation of TikTok user respondents who had made purchases at the TikTok Shop. In this study, secondary data sources

and information needed were obtained from books, journals, articles and theses from previous researchers. Furthermore, data processing is carried out in the form of validity testing, reliability testing, and hypothesis testing. This study also uses multiple linear analysis techniques, where the multiple linear regression equations in this study are shown as follows: $Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$

Information :

Y = Purchase Decision

$\beta_1 \beta_2 \beta_3$ = Regression coefficient of each variable

X1 = Influencer Marketing

X2 = Online Advertising

X3 = Viral Marketing

e = error (Error)

DISCUSSION

Data analysis

Multiple Regression Equation Test

Based on the regression test results, the multiple linear analysis model used in this study uses the following equation:

$$AND_1 = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \text{and}$$

$$Y = 0,252 X_1 + 0,260 X_2 + 0,315 X_3 + 1.698$$

Based on the above equation can be seen that:

1. Variable regression coefficient values *influencer marketing* (X1) of 0.252 positive value means that when the value *influencer marketing* high then the level of purchase decisions will also increase.
2. Variable regression coefficient values *online advertising* (X2) of 0.260 positive value means that when the value *online advertising* has a positive influence on purchasing decisions and the level of consumer purchasing decisions will increase.

3. Variable regression coefficient values *viral marketing* (X3) of 0.315 positive value means that when the value *viral marketing* has a positive influence on purchasing decisions, then the level of consumer purchasing decisions will also increase. Gen Z TikTok users' purchasing decisions are influenced by 25.2% *influencer marketing*, 26,0% *online advertising*, and 31.5% *viral marketing* so that based on the equation above the variables that have the greatest influence are variables *viral marketing*.

significant effect on the purchasing decision variable (Y).

3. Variable *viral marketing* (X3) has a positive and significant effect on purchasing decisions (Y). This can be seen from the calculated t value which is greater than the t table value, namely $3.345 > 1.986$ with a significance value smaller than 0.05, namely $0.001 < 0.005$. So in this case it shows that variable *online advertising* (X3) has a significant effect on the purchasing decision variable (Y).

Hypothesis Test (t test)

The t test in this study was conducted to determine any effect of the independent variables namely *Influencer Marketing* (X1), *Online Advertising* (X2), *Viral Marketing* (X3) to the dependent variable namely *Purchase Decision* (Y), whether it has a significant effect or not. The decision is made based on:

$t_{\text{count}} < t_{\text{table}}$ SO H_0 accepted: H_a rejected

$t_{\text{count}} > t_{\text{table}}$ SO H_0 rejected: H_a accepted

Based on the results, can be seen that:

1. Variable *influencer marketing* (X1) has a positive and significant effect on purchasing decisions (Y). This can be seen from the calculated t value which is greater than the t table value, namely $2.590 > 1.986$ with a significance value smaller than 0.05, namely $0.011 < 0.05$. So in this case it shows that the variable *influencer marketing* (X1) has a significant effect on the purchasing decision variable (Y).
2. Variable *online advertising* (X2) has a positive and significant effect on purchasing decisions (Y). This can be seen from the calculated t value which is greater than the t table value, namely $2.932 > 1.986$ with a significance value smaller than 0.05, namely $0.004 < 0.05$. So in this case it shows that the variable *online advertising* (X2) has a

DISCUSSION

Based on the results of the research conducted, the discussion is in accordance with theory and logic. The following is a discussion of the results of the study:

Influence *Influencer Marketing* Against Purchase Decisions

From the results of research that has been done, it can be seen that variable *influencer marketing* (X1) has a positive and significant influence on the purchasing decision variable of Generation Z TikTok users at the TikTok Shop. Indicators used in variables *Influencer Marketing* it consists of (1) *Engagement*, (2) *Reach*, (3) *Resonance*, (4) *Relevance*. This result is supported by previous research conducted by (Amalia & Sagita, 2019), which in his research stated that the variable *influencer marketing* positive and significant effect on purchasing decisions.

According to (Shadrina & Sulistyanto, 2022) which suggests that *influencer* is an individual who has the power to influence the buying decisions of others because of his authority, knowledge, position, or relationship with his followers. This shows if the better the delivery made by a person *influence* then the purchase decision will also increase.

Influence *Online Advertising* to the Purchase Decision

According to the results of the research that has been done, it can be seen that variable *online advertising* (X2) has a positive influence and significant on the purchase decisions of generation Z TikTok users at TikTok Shop. Indicator used in this variable consists of (1) *Advertising Utility* (2) *Trust* (3) *Price Perception* (4) *Regulation* (5) *Communicate* (6) *Content*.. This is also supported by research conducted by previous researchers, namely research conducted by (Adhitya Yoga Prasetya, Ari Dwi Astono, 2021) and (Aqsa, 2018) which stated that *online advertising* positive and significant effect on the decision

Online Advertising is a form of commercial content on the internet that is created to provide information messages to consumers about products or services. Use *Online advertising* it can also increase brand awareness, by creating positive brand awareness and making it widely recognized by consumers in the market *online advertising* This can also improve consumer purchasing decisions *online advertising* which has complete and interesting information messages can influence consumers in determining purchasing decisions.

Influence *Viral Marketing* Against Purchase Decisions

With the results of the research that has been done, it can be seen that variable *Viral Marketing* (X3) has a positive and significant influence on the purchase decisions of Generation Z TikTok users at TikTok Shop. The indicators used in this variable consist of (1) *Messenger* (2) *Message* (3) *Environment*. this is supported by previous research conducted by (Syuhada & Widodo, 2019) which stated in his research that *Viral Marketing* positive and significant effect on purchasing decisions.

Viral Marketing is a form of internet-based word-of-mouth marketing whose promotional function has a networking nature and is designed like a virus that spreads from one person to another, quickly and widely. According to (Kagan, 2019) in (Furqon, 2020) the key to success from *viral marketing* is from the reviews or comments contained on the website, from these comments consumers will pass them on to other consumers, and so on, from this, information about the value or usefulness of a product can spread widely and quickly. As is *viral marketing* this can also increase

consumer confidence regarding a product or service, because of *viral marketing* many consumers who have reviewed or recommended products or services indirectly to other consumers who have the potential to determine purchasing decisions. From this shows that if *viral marketing* if the TikTok shop is improved and maximized, then consumer buying decisions will also increase.

CONCLUSION

The aim of this study is to examine the effect of the variables *Influencer Marketing*, *Online Advertising*, and *Viral Marketing* on purchasing decision variables at the TikTok Shop. And from the results of this study indicate that:

1. *Influencer Marketing* has a positive and significant effect on purchasing decisions at the TikTok Shop.
2. *Online Advertising* has a positive and significant effect on purchasing decisions at the TikTok Shop.
3. *Viral Marketing* has a positive and significant effect on purchasing decisions at the TikTok Shop.

It is suggested for further researchers to be able to use other independent variables such as increasing the number of views and online customer reviews as well as price discounts which have the potential to influence consumer purchasing decisions.