

Tiktok Promotion's Impact on Purchase Decisions with Purchase Interest as Intervening Variable

Rachmad Dwi Afandi Arif¹, Veni Rafida², Tri Sudarwanto³

¹Department of Business Education, Universitas Negeri Surabaya, Indonesia

²Department of Business Education, Universitas Negeri Surabaya, Indonesia

³Department of Business Education, Universitas Negeri Surabaya, Indonesia

Abstract

This research aims to determine the influence of Tiktok promotions on Hanasta Babyshop consumer purchasing decisions, through purchase interest as an intervening variable. Quantitative methods have been used in this research, through distributing questionnaires to the Hanasta Babyshop consumer populations. The number of samples 146 respondents obtained through techniques of simple random sampling. Path analysis has been used and the results of this research show that Tiktok promotions influence purchasing decisions, Tiktok promotions influence purchasing interest, purchasing interest influences purchasing decisions, purchasing interest mediates the influence of Tiktok promotions on purchasing decisions.

Keyword: Tiktok promotion; Purchase interest; Purchase decision

1. Introduction

The development of information and communication technology has had a significant impact on the business sector, one of which is in marketing strategies. E-marketing has become the primary choice for companies in leveraging technological advancements to reach a wider target audience and enhance the effectiveness of marketing campaigns (Wahyuni et al., 2021).

Tiktok is one application that has garnered attention in the realm of digital marketing. Released in September 2016, according to a We Are Social report, Tiktok has approximately 1.08 billion users, with Indonesia ranking second in terms of the largest number of users worldwide, totaling 99.79 million users (Databoks, 2023).

Tiktok continues to innovate by releasing its latest feature, Tiktok Shop, which combines e-commerce with social media, allowing users to conduct direct buying and selling transactions. This feature has successfully attracted many users due to its advantages in the registration process, product uploading, simple shopping process, and flexible payment options. This is the reason many people have switched to using Tiktok Shop, and according to Momentum Works, in 2023 Tiktok Shop commanded 13.2% of the total e-commerce market share in Southeast Asia.

However, despite its success, Tiktok Shop faces various challenges, one of which is criticism regarding its impact on micro, small, and medium enterprises (MSMEs) in Indonesia. The government promptly responded to this criticism by shutting down the feature in October 2023 through Permendag 31 of 2023, a regulation aimed at creating fair play rules for e-commerce in Indonesia.

Over time, Tiktok Shop was granted permission to resume operations in December 2023 following a partnership between Tiktok and the GoTo company. This serves as a solution to the existing challenges in supporting business operators/MSMEs in developing their businesses. However, the government continues to monitor the situation by giving Tiktok Shop a deadline to transfer its transactions to Tokopedia (Catriana & Djumena, 2023).

Hanasta Babyshop is an online business established in 2021 that focuses on selling baby fashion and accessories. Hanasta Babyshop has a physical address at Alana Regency Cemandi Blok F3 No. 2 Tambakcemandi, Sedati, Sidoarjo. In its promotional activities, Hanasta Babyshop uses Tiktok and the Tiktok Shop feature as the main media for selling its products. The products sold vary and are categorized into several groups with relatively affordable prices ranging from Rp. 20,000 to over Rp. 250,000.

Initially, Hanasta Babyshop used Shopee and Instagram as sales and promotion platforms. However, they switched to Tiktok and Tiktok Shop as a new strategy to expand their network and reach target consumers. This decision was based on the owner's observation that Tiktok is popular, especially among Tiktok users who are Hanasta Babyshop's target market.

Hanasta Babyshop successfully attracted audience attention through promotional presentations, as evidenced by positive feedback from Tiktok users and an increasing number of followers. Various methods are employed, including Tiktok Live, Video Content, Paid Ads, and Tiktok Affiliate as additional strategies for promoting products. Monthly events such as the Big Sale 7.7 are regularly held to attract consumer attention and encourage purchase decisions.

Hanasta Babyshop's success in optimizing the features available on the Tiktok application has made a significant contribution to the increase in monthly sales turnover. Hanasta Babyshop reached its highest sales turnover peak in September-October 2023, amounting to over Rp. 500,000,000. This demonstrates the effectiveness of the marketing strategies implemented, also supported by the ease of consumers in obtaining goods through various payment methods. According to Hakro et al. (2023), consumer engagement in supporting social media marketing activities plays an important role as a measure of the success or failure of the strategies implemented. Especially if business operators are able to see opportunities from social media users who are also the company's target market.

Compared to other competitors who also run businesses in the same field, Hanasta Babyshop has built a good reputation and is widely recognized by the public. This can be seen through the number of Tiktok followers, ratings on the Tiktok Shop feature, and the large number of products sold, which is higher compared to other stores.

The phenomenon of the Tiktok Shop closure poses a significant problem for Hanasta Babyshop because they heavily rely on Tiktok and Tiktok Shop as their main media for promotion and sales, which is certainly different from other baby shops that also sell their products through offline stores.

Based on the phenomena and problems described, this study aims to determine the influence of Tiktok promotion on the purchasing decisions of Hanasta Babyshop products through purchase interest as an intervening variable. By understanding the factors that impact purchase interest and purchasing decisions, this study is expected to provide useful insights for business owners in maximizing promotional media in digital marketing strategies to increase sales.

2. Literature Review

2.1 Theory of Planned Behavior (TPB)

This study uses the Theory of Planned Behavior (TPB) as the grand theory, which is an extension of the Theory of Reasoned Action (TRA). Initially, the theory of reasoned action assumed that behavior is influenced by an individual's desire to perform or not perform a particular action. This desire is influenced by two variables: attitude and subjective norms. The extension to the Theory of Planned Behavior by Ajzen (1991) includes an additional variable that influences an individual's desire, namely perception factors.

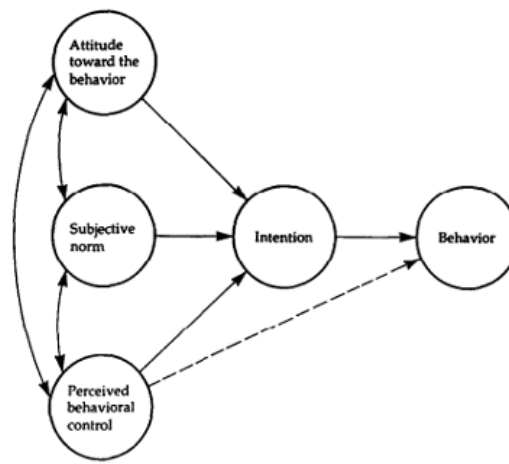


Figure 1. The Theory of Planned Behavior (Ajzen, 1991)

The Theory of Planned Behavior is almost identical to the Theory of Reasoned Action in that both explain changes in a person's behavior based on intention. In the Theory of Planned Behavior, Ajzen (1991) assumes that individuals are rational beings, meaning they have the ability to think reasonably. For example, individuals not only rely on the information they obtain independently but also consider the information and consequences that may occur when engaging in the behavior. In short, this theory assumes that people behave consciously (reasonably and deliberately) and consider information, consequences, and their ability to perform the behavior. This theory uses three concepts as the main predictors of intention: attitude, subjective norms, and perceived behavioral control, which is the individual's perception of their ability to control everything that influences their actions.

2.2 Marketing Communication

Marketing communication is a crucial aspect of marketing strategy. Effective communication provides companies with the opportunity to enhance the target consumer's understanding of the company's products or services through marketing communication.

Marketing communication is the means by which companies convey information, influence, and remind consumers about the products or services offered. It plays a role in explaining the details of the product, including who uses it, when, and why. Through marketing communication, companies have the potential to increase brand equity, embed the brand in consumers' memories, and contribute to the company's sales growth (Kotler & Keller, 2016).

According to Kotler & Keller (2016), marketing communication is closely related to promotion, which is a part of the marketing mix. The marketing communication process involves various elements of the communication mix, including advertising, sales promotion, events and experiences, public relations and publicity, online and social media marketing, mobile marketing, direct and database marketing, and personal selling.



Figure 2. Marketing Mix (Kotler & Keller, 2016)

2.3 Tiktok Promotion

Social media is a means or tool that allows users to engage in social interactions without distance, space, or time constraints. Activities users can engage in on social media include communicating with family or friends, obtaining information or news through the latest updates available on social media, and showing self-existence (Sugito et al., 2022).

Nowadays, social media is not only beneficial for companies but also for many small and medium enterprises (SMEs) that use social media for promotion and marketing. In the past, marketing was mainly done directly between prospective consumers and companies. With the advancement of information technology, social media has become a new medium for companies to convey product information to potential consumers. Free services on social media allow companies to optimize social media to support business-related activities, often called social media marketing (Abdillah, 2022). According to Kotler & Keller (2016), social media marketing is a crucial element in digital marketing strategy. Marketing through social media facilitates companies in sharing information with consumers in the form of text, images, audio, and even videos.

Tiktok is a social media application that allows users to watch, share, and create short video clips. Many companies and small businesses use Tiktok for promotion and marketing due to its high download rate, offering an opportunity for marketing. By switching to a business account on Tiktok, users gain several advantages:

1. Web Business Suite: A centralized location for using additional business account features, such as analytics (data about the account), workspace (information on promotions), activity, and support (information on developing the business account).
2. Email address on the Tiktok profile.
3. Exclusive access to licensed sounds through the Commercial Music Library with a collection of over 1,000,000 songs and sounds.
4. Business Creative Hub on the app: Guides on creating business content, tips on content strategy, video recording, and guidance on the best times for posting and content moderation.

2.3.1 Indicators of promotion through Tiktok

Research by Senggetang et al. (2019) measured promotion variables through Kotler and Keller (2012) indicators:

1. Promotion frequency: Number of sales promotions conducted within a specific period through various marketing channels.
2. Promotion quality: Measure of how well sales promotions are presented, including content, design, and channels used.
3. Promotion quantity: Value or amount of promotion offered to consumers, such as discounts or special offers.

4. Promotion timing: Duration of the promotion conducted by the company.
5. Promotion target accuracy: Ensuring promotions reach the desired targets.

2.4 Consumer Behavior

Consumer behavior is an important aspect of marketing because it can assist companies in developing marketing strategies, creating products that align with consumer desires and needs, determining appropriate pricing, and formulating effective promotional strategies. Consumer behavior in marketing involves how individuals or groups go through the process of purchasing and using a product. Consumers make decisions to purchase and use a product based on stimuli provided by the company, namely promotions. According to Kotler & Keller (2016), consumer behavior is the analysis of how individuals or groups select, purchase, and use products to satisfy their desires and needs. Consumer behavior encompasses the processes related to purchasing, from the pre-purchase stage, through the purchase itself, to the post-purchase stage.

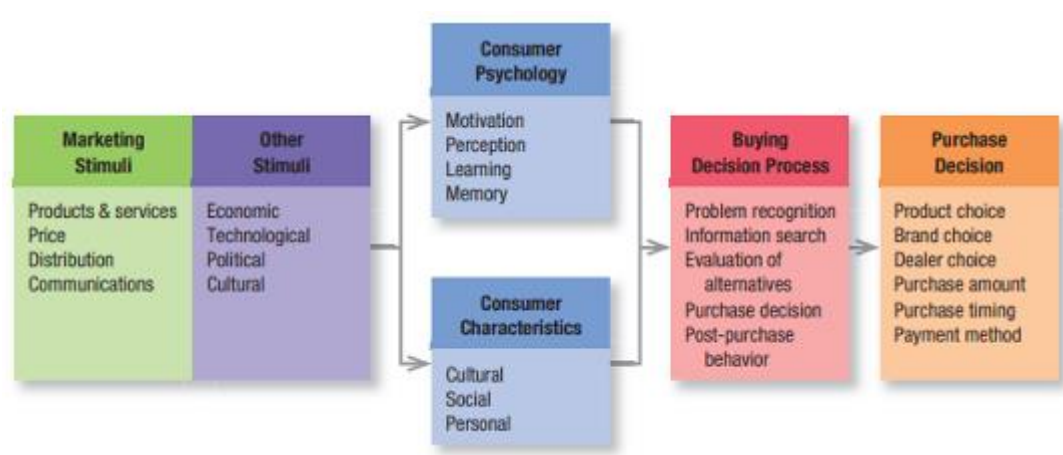


Figure 3. Consumer Behavior Model (Kotler & Keller, 2016)

In the consumer behavior model, it can be concluded that the initial step of consumer behavior begins with stimuli from marketing and other factors that influence consumer preferences and characteristics. This then affects the purchasing decision, which goes through the process of problem recognition, information search, alternative selection, purchase decision, and post-purchase behavior.

2.5 Purchase Interest

Purchase interest is an individual's tendency to show interest and is followed by taking actions related to the purchase after going through a series of stages before making a purchase decision. Purchase interest becomes one of the driving factors for someone to make a decision

to buy a product. Thus, purchase interest reflects an individual's drive towards a product or service, which is the effect of an observation process that encourages them to obtain the product.

Purchase interest is an individual matter and is closely related to attitude. Individuals interested in an object will be motivated to take a series of actions to obtain that object (Simamora, 2008). A person will do something in response to an object by expressing their desire to purchase the product, which can be referred to as purchase interest (Nainggolan & Heryenzus, 2018).

From the opinions above, it can be concluded that purchase interest arises after consumers go through the pre-purchase stage. Pre-purchase includes searching for information about products that can meet individual needs. Purchase interest arises not only when someone consciously explores the desired product but can also be triggered by marketing efforts made by the company, such as promotional videos aired on television or social media. According to Kotler & Armstrong (2008), purchase interest can be formed by two factors. First, the attitude of others, which refers to the extent to which the attitudes of others can reduce individual preferences by encouraging them to follow those desires. Second, unanticipated factors include factors that can change an individual's stance, such as a drop in the competitor's product price.

2.5.1 Indicators of purchase interest

Research conducted by Layly & Rafida (2023) uses purchase interest indicators according to Kotler & Keller (2009) which include:

1. Transactional interest, which is the individual's drive to buy a product. It shows a direct desire to make a purchase of the product.
2. Referential interest, which is the individual's tendency to recommend the product to others. Individuals will suggest it to their close ones based on their interest in a product.
3. Preferential interest, which is the attraction that shows the behavior of individuals who have a primary preference for a product, although this preference may change if there are changes to their preferred product.
4. Exploratory interest, which describes the individual's active behavior in seeking information about the desired product.

2.6 Purchase Decision

Purchase decision refers to the process where someone chooses and buys products or services. Before finally deciding to make a purchase, a person engages in a series of steps and

considerations. Purchase decision also refers to someone's action in the process of deciding to buy products marketed by the seller. The consumer's purchase decision process involves various stages before they finally obtain the desired product, which then leads to feelings of satisfaction or dissatisfaction with the purchased product. Therefore, the concept of purchase decision is closely related to the concept of consumer satisfaction (Indrasari, 2019).

Meanwhile, according to Tjiptono (2008) in Amdhani et al. (2022), a purchase decision is a process where consumers undergo a series of stages starting from identifying the problem, seeking information about a particular product or brand, to evaluating the extent to which each available alternative can solve the identified problem. This process directs consumers to make a purchase decision. Consumers do not directly make a decision to purchase. Usually, consumers will first seek information from reliable sources before making a purchase decision.

From the definitions above, it can be summarized that a purchase decision is the consumer's process after going through various stages to use/consume a product. This means that the consumer's process of buying a product starts long before the final action of purchasing and has certain consequences such as satisfaction or dissatisfaction with the purchased product.

In this digital era, consumers are facilitated by the presence of social media before deciding to make a purchase. This aligns with the opinion of Permadi et al. (2022), which states that the relationship between the use of social media as a marketing tool and purchase decisions is interconnected. The presence of social media increasingly facilitates businesses in marketing their products online, especially in surviving competition with large companies. One of the benefits of optimizing social media as a promotional medium is opening communication channels between sellers and buyers. The presence of social media provides ease for consumers in searching for information about products, thus facilitating them in the purchase decision-making process.

2.6.1 Indicators of purchase decision

Research by Diarya & Rafida (2023) using indicators from Kotler and Armstrong (2008) states that purchase decisions illustrate how consumers in the purchasing process will make decisions, measured using the following indicators:

1. Stability in purchasing after knowing product information
2. Deciding to purchase because of the most preferred brand
3. Purchasing because it matches desires and needs
4. Purchasing due to recommendations from others

3. Material and Method

The type of research used in this study is descriptive quantitative research. There are three variables used in this study, namely Tiktok Promotion as an independent variable, purchase interest as an intervening variable, and Purchasing Decision as a dependent variable.

3.1 Design Study

The type of research used in this study is quantitative research. The quantitative research method is based on the philosophy of positivism, used in research on a specific population or sample, data collection through research instruments, and data analysis in a quantitative/statistical manner, with the aim of testing the formulated hypotheses. The quantitative approach is used in this study to measure the success level of promotions through the Tiktok application on purchasing decisions through purchase intention as an intervening variable.

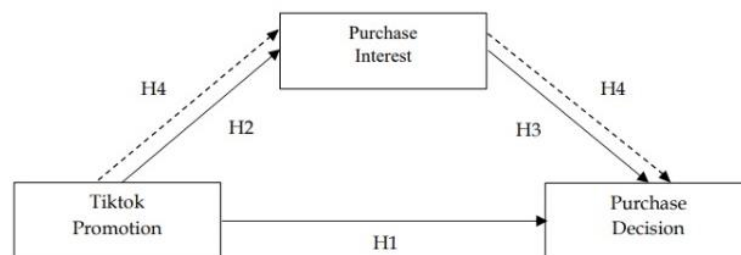


Figure 4. Research Model

Incorporating the research design above, the data analyses in this research are based on these four hypotheses made, as follows:

1. H1: Tiktok promotion has a direct effect on purchase decisions
2. H2: Tiktok promotion has a direct effect on purchase interest
3. H3: Purchase Interest has a direct effect on purchase decisions
4. H4: Tiktok promotion has an indirect effect on purchase decisions through purchase interest

The data sources used are primary data obtained through the results of questionnaires distributed online on Tiktok social media public spaces and offline at Gudang Hanasta Babyshop. The sample size is 146 respondents who are consumers of Hanasta Babyshop products, obtained using the Hair (2010) formula, and sampling is conducted using simple

random sampling techniques. In this study, the researcher distributed questionnaires both offline and online. Offline distribution was conducted by directly approaching respondents who made purchases at the Hanasta Babyshop warehouse, and online distribution was conducted via the Direct Message feature on Tiktok and Instagram. The research location for this study is online in public spaces on social media and e-commerce platforms of Hanasta Babyshop, and offline at Alana Regency Cemandi Blok F3 No. 2 Tambakcemandi, Sedati, Sidoarjo.

3.2 Data Analysis

This research incorporates both instrument testing and data analysis techniques in order to gain clear evidence to conclude the aim of this research. The first instrument testing conducted is validity testing, using the Bivariate correlation method, which involves correlating each question in every item with the total items for each variable while considering the scale used. The determination of whether an item in the questionnaire is valid is done by comparing the r-value with the r-table or comparing the p-value with the α value at 0.05 (5% error rate).

This research also carries out a classical assumption test, also called as a prerequisite analysis test, in advance. Prerequisite analysis is needed to determine whether the data analysis for hypothesis testing can be continued or not. The following are the data analysis requirement tests used in this research: a) normality test using Kolmogorov-Smirnov model; b) multicollinearity test using the Variable Inflation Factor (VIF) value and the correlation coefficient between independent variables as considerations; c) heteroscedasticity test using the Park Glejser test, involving correlating the absolute residual values with each independent variable; d) partial test using t-test values; e) coefficient of determination; f) linear regression analysis, and; g) path analysis to test the effect of intervening variables.

4. Result

Table 1. Validity Test

Variabel	No Item	Nilai Ititung	Nilai Itabel	Nilai Sig.2- tailed	Ketera ngan
Promosi Tiktok (X)	1	0,800	0,374	0,000	Valid
	2	0,575		0,001	Valid
	3	0,665		0,000	Valid
	4	0,671		0,000	Valid
	5	0,671		0,000	Valid
	6	0,562		0,001	Valid
	7	0,668		0,000	Valid
	8	0,579		0,001	Valid
	9	0,700		0,000	Valid
	10	0,713		0,000	Valid
Minat Beli (Z)	1	0,582	0,374	0,001	Valid
	2	0,635		0,000	Valid
	3	0,824		0,000	Valid
	4	0,891		0,000	Valid
	5	0,837		0,000	Valid
	6	0,915		0,000	Valid
	7	0,843		0,000	Valid
	8	0,834		0,000	Valid
Keputus an Pembelia n (Y)	1	0,683	0,374	0,000	Valid
	2	0,564		0,001	Valid
	3	0,552		0,002	Valid
	4	0,692		0,000	Valid
	5	0,681		0,000	Valid
	6	0,703		0,000	Valid
	7	0,614		0,000	Valid
	8	0,684		0,000	Valid

From the validity test results, all statement items for each variable have an r calculated value $> r$ table and a sig value < 0.05 , thus they are declared valid.

Table 2. Reliability Test

Variabel	Cronbach's <i>alpha</i>	Standar Cronbach's <i>alpha</i>	Keterangan
Promosi Tiktok (X)	0,857	0,7	Reliabel
Minat Beli (Z)	0,920		Reliabel
Keputusan Pembelian (Y)	0,798		Reliabel

According to the reliability test results table, all statement items for each variable have a Cronbach's Alpha value > 0.7 , thus they are declared reliable.

Table 3. Results of Normality Test for Equation I

<i>One-Sample Kolmogrov-Smirnov Test</i>	
	<i>Unstandardized Residual</i>
<i>Asymp. Sig. (2-tailed)</i>	.069 ^c

Based on the normality test results for equation I, the Asymp. Sig. (2-tailed) value is 0.069, which means > 0.05 , thus the data is declared to be normally distributed.

Table 4. Results of Normality Test for Equation II

<i>One-Sample Kolmogrov-Smirnov Test</i>	
	<i>Unstandardized Residual</i>
<i>Asymp. Sig. (2-tailed)</i>	.200 ^{c,d}

Based on the normality test results for equation II, the Asymp. Sig. (2-tailed) value is 0.200, which means > 0.05 , thus the data is declared to be normally distributed.

Table 5. Multicollinearity Test Result

<i>Coefficients^a</i>		
<i>Collinearity Statistics</i>		
	<i>Tolerance</i>	<i>VIF</i>
<i>(Constant)</i>		
Promosi Tiktok	.639	1.565
Minat Beli	.639	1.565

In this study, the multicollinearity test was only conducted for equation II because only one independent variable was used. Based on the multicollinearity test results table, the Tolerance value is $0.639 > 0.01$ and the VIF value is $1.565 < 10.0$, thus it is stated that there is no multicollinearity problem.

Table 6. Results of Heteroscedasticity Test for Equation I

<i>Coefficients^a</i>	
	<i>Sig.</i>
<i>(Constant)</i>	.342
Promosi Tiktok	.783

Based on the heteroscedasticity test results above, the Tiktok Promotion variable has a sig value of 0.783, which is greater than the α value = 0.05, thus it is declared not to experience heteroscedasticity in equation I.

Table 7. Results of Heteroscedasticity Test for Equation II

<i>Coefficients^a</i>	
	Sig.
(Constant)	.457
Promosi Tiktok	.303
Minat Beli	.398

Based on the heteroscedasticity test results above, the Tiktok Promotion variable has a sig value of 0.303 and the Purchase Interest variable has a sig value of 0.398, which are greater than the α value = 0.05, thus they are declared not to experience heteroscedasticity in equation II. The results of the research and data processing were obtained through distributing questionnaires to Hanasta Babyshop consumers.

Table 8. Results of T-Test for Equation I

	t	Sig.
(Constant)	4.092	.000
Promosi Tiktok	9.017	.000

Based on the t-test results for equation I, it is known that the Tiktok Promotion variable has a t-value of 9.017 with a significance value of $0.000 < 0.05$. Thus, it can be stated that there is a significant influence of Tiktok promotion on purchase interest. The positive t-value means that the more Tiktok promotion increases, the purchase interest will also increase.

Table 9. Results of T-Test for Equation II

	t	Sig.
(Constant)	3.213	.002
Promosi Tiktok	3.792	.000
Minat Beli	5.948	.000

Based on the t-test results for equation II, the conclusions are as follows: 1) the Tiktok promotion variable has a t-value of 3.792 with a significance value of $0.000 < 0.05$. Thus, it

can be stated that there is a significant influence of Tiktok promotion on purchase decisions. The positive t-value means that the more Tiktok promotion increases, the purchase decisions will also increase; 2) the purchase interest variable has a t-value of 5.948 with a significance value of $0.000 < 0.05$. Thus, it can be stated that there is a significant influence of purchase interest on purchase decisions. The positive t-value means that the more purchase interest increases, the purchase decisions will also increase.

Table 10. Results of Coefficient of Determination (R^2) for Equation I

Model	Adjusted R Square
1	.356

Predictors: (Constant), Promosi Tiktok

Based on the results of the coefficient of determination test for equation I, it is known that the Adjusted R Square value is 0.356. Therefore, in this study, Tiktok promotion can explain 35.6% of the purchase interest, and the remaining 64.4% is explained by other factors/variables not included in this study.

Table 11. Results of Coefficient of Determination (R^2) for Equation II

Model	Adjusted R Square
1	.449

Predictors: (Constant), Minat Beli, Promosi Tiktok

Based on the results of the coefficient of determination test for equation II, it is known that the Adjusted R Square value is 0.449. Therefore, in this study, Tiktok promotion can explain 44.9% of the purchase interest, and the remaining 55.1% is explained by other factors/variables not included in this study.

Table 12. Results of Linear Regression Analysis for Equation I

	B
(Constant)	8.666
Promosi Tiktok	.542

Based on the regression test results for equation I, the conclusions are as follows: 1) the constant value is positive at 8.666. This means that if Tiktok promotion is 0, then the

purchase interest value is 8.666; and 2) the regression coefficient value for Tiktok promotion is positive at 0.542. This means that if Tiktok promotion increases by one unit, it will increase purchase interest by 0.542.

Table 13. Results of Linear Regression Analysis for Equation II

<i>Coefficients^a</i>	
	B
<i>(Constant)</i>	6.441
Promosi Tiktok	.255
Minat Beli	.444

Based on the regression test results for equation II, the conclusions are as follows: 1) the constant value is positive at 6.441. This means that if Tiktok promotion and purchase interest are 0, then the purchase decision value is 6.441; 2) the regression coefficient value for Tiktok promotion is positive at 0.255. This means that if Tiktok promotion increases by one unit, it will increase purchase decisions by 0.255, and; 3) the regression coefficient value for purchase interest is positive at 0.444. This means that if purchase interest increases by one unit, it will increase purchase decisions by 0.444.

Table 14. Results of Path Analysis for Equation I

Model	<i>Adjusted R Square</i>
1	.356

Predictors: (Constant), Promosi Tiktok

<i>Coefficients^a</i>			
	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients Beta</i>
	B	<i>Std. Error</i>	
<i>(Constant)</i>	8.666	2.118	
Promosi Tiktok	.542	.060	.601

Based on the path analysis test results for equation I, the regression equation obtained is $Z = 8.666 + 0.542X + e1$. In the equation, the value of $e1$ is obtained through the following formula: $e1 = \sqrt{(1 - R^2)} = \sqrt{(1 - 0,356)} = 0,802$.

Table 15. Results of Path Analysis for Equation II

Model	Adjusted R Square
1	.449

Predictors: (Constant), Minat Beli, Promosi Tiktok

Coefficients ^a			
	Unstandardized Coefficients		Standardized Coefficients Beta
	B	Std. Error	
(Constant)	6.441	2.005	
Promosi Tiktok	.255	.067	.292
Minat Beli	.444	.075	.459

Based on the path analysis test results for equation II, the regression equation obtained is $Y = 6.441 + 0.255X + 0.444Z + e2$. In the equation, the value of $e2$ is obtained through the following formula: $e2 = \sqrt{(1 - R^2)} = \sqrt{(1 - 0,457)} = 0,736$.

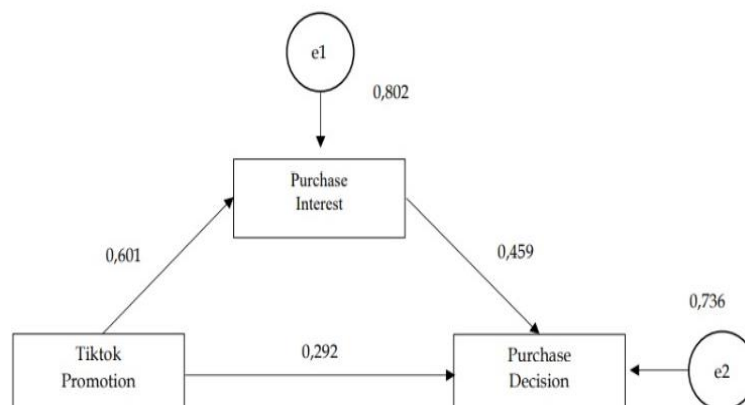


Figure 5. Path Analysis result

From the path analysis results, the following can be stated as follows:

1. Direct Influence

- a. The influence of Tiktok Promotion (X) on Purchase Interest (Z) with a beta value of 0.601,
 - b. The influence of Tiktok Promotion (X) on Purchase Decision (Y) with a beta value of 0.292, and
 - c. The influence of Purchase Interest (Z) on Purchase Decision (Y) with a beta value of 0.459
2. Indirect Influence
 - a. The influence of Tiktok Promotion (X) on Purchase Decision (Y) through Purchase Interest (Z) with a beta value of $0.601 \times 0.459 = 0.2758$.
 3. Total Influence
 - a. The total influence of Tiktok Promotion (X) on Purchase Decision (Y) through Purchase Interest (Z) with a beta value of $0.292 + (0.601 \times 0.459) = 0.5678$.

The mediation influence is then tested using the Sobel test. The formula used is as follows:

$$\begin{aligned}
 Sp2p3 &= \sqrt{p3^2 Sp2^2 + p2^2 Sp3^2 + Sp2^2 Sp3^2} \\
 Sp2p3 &= \sqrt{(0,444)^2(0,060)^2 + (0,542)^2(0,075)^2 + (0,060)^2(0,075)^2} \\
 Sp2p3 &= \sqrt{(0,0007096896) + (0,0016524245) + (0,00002025)} \\
 Sp2p3 &= \sqrt{(0,0023823641)} = 0,048
 \end{aligned}$$

Based on the results of $Sp3p3$, the t-statistic value of the mediation effect is calculated using the formula:

$$t = \frac{p2p3}{Sp2p3} = \frac{0,240648}{0,048} = 5,0135$$

The calculated t-value is $5.0135 > t\text{-table} (1.976)$. Thus, it can be stated that purchase interest can mediate the influence of Tiktok promotion on purchase decisions.

Table 16. Results of Sobel Test Calculator

<u>A :</u>	0,542
<u>B :</u>	0,444
<u>SE_A :</u>	0,060
<u>SE_B :</u>	0,075
<u>Sobel test statistic :</u>	4.95144552
<u>One-tailed probability :</u>	0.00000037
<u>Two-tailed probability :</u>	0.00000074

The Sobel test calculator is used to confirm the manual calculation results using the given formula. Through the Sobel test calculator results table, the Sobel test two-tailed probability value is $0.00000074 < 0.05$, indicating a mediation effect, or in other words, Tiktok promotion indirectly influences purchase decisions through purchase interest.

5. Discussion

Based on the statistical test results in Table 9, the t-value is $9.017 > t\text{-table} (1.976)$ with a significance value of $0.000 < 0.05$. This means that the Tiktok Promotion variable has a direct, positive, and significant effect on Purchase Decision, thus H1 is accepted.

Based on the statistical test results in Table 8, the t-value is $3.792 > t\text{-table} (1.976)$ with a significance value of $0.000 < 0.05$. This means that the Tiktok Promotion variable has a direct, positive, and significant effect on Purchase Interest, thus H2 is accepted.

Based on the statistical test results in Table 9, the t-value is $5.948 > t\text{-table} (1.976)$ with a significance value of $0.000 < 0.05$. This means that the Purchase Interest variable has a direct, positive, and significant effect on Purchase Decision, thus H3 is accepted.

Based on the statistical test calculation results using the Sobel test, the t-value is $5.0135 > t\text{-table} (1.976)$. And the confirmation results using the Sobel test calculator show a Sobel test two-tailed probability value of $0.00000074 < 0.05$. This means that the Purchase Interest variable can mediate the influence of Tiktok Promotion on Purchase Decision, or in other words, Tiktok Promotion has an indirect effect on Purchase Decision through Purchase Interest, thus H4 is accepted.

6. Conclusion, Implication, and Recommendation

Based on the analysis and discussion that have been conducted, the conclusions that can be drawn in this study are as follows: 1) Tiktok promotion has a direct, positive, and significant effect on purchase decision; 2) Tiktok promotion has a direct, positive, and

significant effect on purchase interest; 3) Purchase interest has a direct, positive, and significant effect on purchase decision, and; 4) Purchase interest can mediate the effect of Tiktok promotion on purchase decision, or in other words, Tiktok promotion indirectly has a significant effect on purchase decision through purchase interest.

Based on the conclusions presented, the following recommendations can be made: 1) for Hanasta Babyshop, it can improve the quality of service such as ensuring product delivery on time, responding to consumers quickly, helping consumers in case of difficulties, and encouraging consumers to share positive experiences to convince potential consumers in making purchases, and; 2) for future research, other research variables that can influence purchase decision through purchase interest, such as Price, Product Quality, and Consumer Trust, can be considered.

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