

# ANALYSIS OF THE INFLUENCE OF SOCIAL MEDIA MARKETING, ONLINE CUSTOMER REVIEW, IMPULSE BUYING, AND PRICE DISCOUNT ON PURCHASING DECISIONS ON TIKTOK SHOP

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## ABSTRACT

*This study aims to examine the effect of social media marketing, online customer reviews, impulse buying, and price discounts on purchasing decisions. The sample selection method used in this study is purposive sampling with the criteria of people who have shopped through online shopping malls Tiktok shop. The type of data used in this study is primary data obtained from the distribution online via google form with a total of 148 respondents. The results of this study indicate that social media marketing and price discount had a positive and significant effect on purchasing decisions, meanwhile online customer review and impulse buying had no significant effect on purchasing decisions.*

**Keywords:** *Social Media Marketing, Online Customer Review, Impulse Buying, Purchase Decision.*

## INTRODUCTION

Along with the rapid development of technology in Indonesia, industrial revolution 4.0 is a transformation towards improvement in shopping behavior. Currently, many activities are carried out online including business. Activities done online cause people to spend a lot of time accessing the internet from anywhere. This ease of internet access can help conduct online sales activities and purchases simply by using a smartphone or laptop. Therefore, sellers and buyers do not have to meet in person.

Shopping Online in this modern world has become common practice. Buyers are considered to be consumptive because of online shopping. Products sold in online stores usually provide more affordable prices such as discounts or free shipping, as we know that discounts are something that people like, especially for people who like to shop. Discount is a product marketing strategy in the business that is considered highly effective, but the application must be done properly to increase sales so that the profits obtained can increase. Various types of discounts given by business people to attract the

attention of consumers include a buy one get one free member, early month discount, and discount for credit card users.

Online shopping has been supported by technological developments to provide changes to consumer behavior. Changes in consumer behavior that occur in Generation Z are currently predominant involving factors, so their knowledge of them can provide significant changes in shopping decision-making. For example, the online shopping trend and conventional shopping (involving the process of meeting directly between producers and consumers). Now it is diverted to use access to digital services (online) as a complement in interacting and transacting because social media is considered to have no reach limit in terms of consumer segmentation (neo-democracy, 2020).

Social media platforms such as Facebook, Instagram, and Tiktok are social media that are widely used by business people as promotional media because the "reach" capability is considered unlimited. Currently, social media has improved its previous function from a means of information and communication media, becoming a marketplace with technological

advances. With this platform consumers are given the convenience of shopping online without having to download a special application for the marketplace, simply by shopping online through social media. Features of the marketplace that have been developed on the three social media include the Facebook shop, Instagram shop, and Tiktok shop.

Based on the Sosiakata news page, the Tiktok shop was launched in 2021. Users in 2021 reached 4.14 million, aged 16 to 24 years (Brand, 2022). The Tiktok shop feature is used as a place for buying-selling products and promotional media. Tik Tok shop was developed to provide an opportunity for users who have a business to carry out promotions services offerings. This feature was developed by Tiktok because it is considered to have increased sales after a brand has been promoted on social media.

According to a survey conducted by Adweek-Morning Consult, around 49% of users of Tiktok have read reviews from other consumers before buying. Another factor to consider is the advertisement and promotion through videos on Tiktok (Brand, 2022). At the Tiktok shop, it is easy for consumers to shop online only from the Tiktok application without other site intermediaries. Purchasing transactions from chatting with the sellers to processing payments are enough on the Tiktok application without being transferred to other sites, then payments can be made via bank transfer or e-wallet such as OVO or GoPay.

The public's reaction to online shopping is also considered to be quite high and increases every year. It is known that about 74.5% of consumers tend to shop more online than offline. The discovery was caused by a pandemic covid-19. The pandemic triggered a ban on people going out of their homes to reduce the circulation of the virus, thus causing a new pattern of habits for people to shop online. The momentum of the pandemic has also made the fulfillment of needs shift through digital

services and the current community is starting to depend on products and services formed through digital platforms (Research: 74.5% of Consumers Shop Online More Than Offline, n.d.)

Sales channels that are usually used by consumers to shop online include marketplaces, websites, or social media platforms, so the thing that needs to be considered by a business person is to make innovations in their marketing strategies. Some of the innovations carried out include giving discounts, conducting promotions, and considering reviews that can influence consumers to make a purchase. The existence of social media is also very effective if it is used as a place to introduce a brand and build a good relationship between sellers and buyers.

Visiting the marketplace or social media today is much easier than having to go to a traditional market. Opening the platform can be done anytime and anywhere, therefore the higher the possibility that a consumer will buy a product. The existence of nice social can be an alternative for a business to develop and be known by the public because social media marketing can increase brand awareness, expand business reach, and can save marketing costs. Social media marketing can also increase the creative business people, such as by creating unique and diverse content to attract the attention of consumers.

Social media marketing is a process that encourages individuals to do marketing through website marketing online (Weinberg, 2009). In addition, the existence of social media marketing can allow marketers to engage, collaborate, interact, and utilize the intelligence of the people involved or participating in the marketing field. In essence, it aims to attract the attention of social media users (Tsitsi et al, 2013).

Online customer review is a review given by buyers regarding the evaluation of goods in terms of quality or the experience of buying goods from the marketplace or

social media. Online customer reviews are part of Electronic Word of Mouth (E-WOM), a review can be said to be relevant because it is done voluntarily by customers who have purchased the item (Lee & Shin 2014).

Impulse buying is the act of someone buying a product that was not previously planned, usually, it happens spontaneously. Impulse buying occurs because it is influenced by emotions that are difficult to control by a person (Schiffman and Kanuk, 2004).

The purchase decision is the selection of an alternative in determining the product or service to be purchased, in the sense that a consumer can buy the product according to his choice. Purchasing decisions, online usually a stimulus or emotion in a person when they are on a platform shopping online or marketplace (Schiffman and Kanuk, 2004).

In this study, researchers want to conduct research in more detail on several factors that can influence purchasing decisions. This study uses social media marketing, online customer review, impulse buying, and price discount as independent variables and purchasing decisions as the dependent. Based on the things that have been described in the background above, the researcher wants to make further observations with a study entitled "Analysis of The Influence of Social Media Marketing, Online Customer Reviews, Impulse Buying, and Price Discounts on Purchasing Decisions on Tiktok Shop"

## **THEORETICAL BASIS**

Social media marketing is a marketing process to get the attention of the public through social media (Hasrul et al., 2021). Social media marketing is a strategy that allows marketers to interact, engage, collaborate, and utilize the intelligence of marketers who have participated in it. This marketing is done by utilizing technological sophistication, namely through social media, websites, and so on

related to the digital platform (Tsitsi et al, 2013). Social media marketing can encourage people to be more critical in expressing their opinions on products or services offered through platform social media. Activities are usually published through social with to increase the knowledge of people who have read comments or opinions of others on companies that have marketed their products and services through social media (Baño-Piñero et al., 2017).

From the definition according to the experts above, it is concluded that social media marketing is a form of marketing digital social media or websites to introduce a brand, brand, product, and service whether it is paid or not. Social media is a platform used by business people to interact with consumers. In addition, social media has a wide reach and can be accessed by anyone and from anywhere only with the internet network. The existence of (SMM) social media marketing was created to increase brand awareness, increase brand visibility, assist in targeting or retargeting consumers, and minimize promotional costs to increase sales.

Social media marketing can be measured using several indicators, as described by Abu-Rumman & Alhadid (2014) in their research. Online Community is a community or company that carries out its activities through social media. Interaction is an activity carried out by several people who influence each other. Sharing of Content is a sharing dimension that discusses how individual exchanges, distribute, and receive content that has been regulated by social media platforms. Accessibility is the ease of accessing social media without having to take a long time and minimal costs for using the platform. Credibility is a positive message conveyed by the company to consumers so that consumers trust the brand of the company.

Online customer review is an opinion or an experience given by consumers regarding the services or products of the company (Regina et al., 2021). According

to Mo & Fan (2015) online customer review (OCR) comes from the consumer side related to product reviews on various aspects that allow consumers to obtain information. The products they are looking for are usually based on reviews and experiences written by consumers after buying products from online stores. Consumers are usually selective in choosing quality information because it can determine purchasing decisions on a product.

OCRs are considered to be able to provide relevant information for consumers (Chou, 2012). It is said to be relevant because the activity is carried out by consumers voluntarily who already have experience buying certain products in a marketplace. With the increasing popularity of a website, OCR is considered to be an important source that consumers will look for to find out information and the quality of the product to be purchased (Zhu, 2010). Reviews are stated to be one of the factors that influence or determine purchasing decisions because reviews are used as an indicator of the popularity or value of a product and company.

In addition, OCR is a form of Electronic Word of Mouth (e-WOM), which refers to user-generated content then posted online or on websites third-party. Here are some dimensions cited by Utami et al (2015). Source credibility is the recipient's perception of the source's expertise and trust in the information. Quality Argument is the power of persuasive arguments attached to information messages (Cheung, Lee, and Rabjohn, 2008). The type of review is a different orientation of a review.

Recommendation framing is a form of e-WOM attachment that is grouped positively and negatively, for example, a form of praise or complaint (Cheung et al., 2009). A visual cue is a form of communication published by review to be addressed to other consumers to evaluate products or services and can be used as

references and information (Mitchell & Khazanchi, 2008).

Impulse buying is defined as unplanned behavior that involves making decisions quickly and tends to get the product immediately (R. Bhakat & Muruganatham, 2013). Impulse buying is a form of purchase that is made suddenly or spontaneously. This behavior is considered to be able to make a person a hedonist because decisions taken impulsively can hinder wise consideration of other alternatives. According to Schiffman and Kanuk (2007), impulse buying is a decision related to the emotions of each individual or according to an impulse (Rumpana et al., 2021). According to Mowen and Minor (2001), impulse buying is an action and decision taken without looking at the previous background. This impulse purchase is taken at the same time when an individual feels the desire for an item (Rumpana et al., 2021).

According to the understanding of the experts above, the researcher can conclude that impulse buying is the behavior or action of each individual that is carried out spontaneously, meaning that the individual does not think to find out information about the product he is going to buy first. Impulse buying is also said to be an act that is done without a sense of awareness. In addition, a sense of attraction to a product arising from a strong emotional impulse can cause individuals to make purchases suddenly. This behavior can usually lead to regret after making a purchase. Besides being able to reduce personal money, this behavior can also lead to a hedonic consumer lifestyle.

Here are 4 types of impulse buying. Planned impulse buying is a purchase that occurs when a consumer carries out shopping activities to choose or buy only certain products, but after seeing other products, a consumer immediately chooses and buys new products, usually, this phenomenon occurs when there are discounts or other offers. Pure impulse buying, is a trend in impulse buying. Usually, consumers take advantage of

trends to be used as an escape that deviates from buying patterns in general. Reminded impulse buying, is a purchase that occurs when a consumer recalls the necessary needs after the consumer sees a product. Suggestion or fashion-oriented impulse buying is a purchase of a new product that arises because of an impulse from oneself without previous experience. 2 dimensions can affect impulse buying (Coley & Burgess, 2003). The effective process is a psychological process related to emotions, moods, and feelings. Cognitive processes are psychological processes related to mental processes such as understanding, thinking patterns, and so on.

Price discount is a savings strategy offered by the company to consumers, usually in this strategy the company includes the normal price and the discount price on the product label (Kotler, 2003). A price discount is a form of reducing the price of a product from the normal price within a certain period. Price discount is a strategy to reduce product prices given by sellers to consumers as a form of appreciation for certain activities from a consumer who has pleased the seller by always buying his product (Tjiptono, 2008).

According to Mishra & Mishra (2011) price discount is a promotional strategy that focuses on price. In this strategy, customers will be offered the same product but at a lower price (Finthariasari & Zetira, 2022). According to Machfoedz, (2005) price discounts have the aim of attracting consumers so that a seller will give a lower price than the general price, so the discount given must have important meaning or benefits for consumers (Finthariasari & Zetira, 2022). Based on the expert explanation above, the researcher can conclude that price discount is a marketing strategy. Price discounts are created by marketers to reduce the advantages of old products, attract consumer attention, increase traffic, build customer loyalty and increase sales quickly.

The indicators of price discount according to Belch & Belch, 2009 are encouraging consumers to buy in large quantities as a form of strategy to attract consumer attention and loyalty to shopping in large quantities and continuously because of discounts as an effort to reduce the stock of old products and increase sales. Anticipating the existence of promotional competition is a form of the strategy implemented by the company to constantly compare prices, products, and distribution channels for promotions with competing companies. So that this method can encourage each company to find a competitive advantage in their field. Supporting trade in large quantities is a form of strategy that focuses on operating sales to increase with that what needs to be done is to have stock of goods and sell these products in large quantities in the market.

According to Kotler (2012), there are various forms of price discounts. A cash discount is a price reduction for a buyer who makes payments, or the bill is paid on time. Discount quantity or quantity discount is a form of price reduction for purchases in large quantities. A functional discount is a form of an offer made by producers to traders who perform certain functions, including selling products, storing products, and recording. A seasonal discount is a form of price reduction for buyers who make purchases at certain times or out of season. Discounts or trade-ins are price reduction activities in the form of exchanges between old goods and new goods according to mutual agreement.

The purchase decision is the selection of an alternative in determining the product or service to be purchased, in the sense that a consumer can buy the product according to his choice. Purchasing decisions, online usually a stimulus or emotion in a person when they are on a platform shopping online or marketplace (Schiffman and Kanuk, 2004). Purchasing decisions are a form of need that is needed at any time both now and in the future, the existence of a need is usually triggered by the consumer's

interest to buy it (Soim et al., 2016). Purchasing decisions are processes when consumers identify problems, seek information, and assess whether the product has been selected so that it can provide conclusions to make purchasing decisions (Tjiptono, 2019).

According to Kotler & Armstrong (2016), purchasing decisions are part of consumer behavior, while related is how a person, either a group or an individual, can choose, use, and buy products and services to meet their needs. Meanwhile, according to Alma (2018), purchasing decisions are forms of decisions that are influenced by various aspects including product, price, promotion, location, and financial aspects. So that it can shape consumer attitudes so that they can seek information first before making a purchase decision.

From the explanation of some of the experts above, the researcher can conclude that the purchase decision is the stage when a consumer is interested and has a high enough buying interest in the product that has been offered by a seller. In this case, of course, a consumer has considered various aspects that make consumers make purchasing decisions, such as consumers need the product, consumers like the product, and consumers have indeed done a previous search for the product. Usually, consumers will search for information on the goods to be purchased through social, reviews on websites, or get recommendations from external parties.

There are several indicators regarding purchasing decisions proposed by Kotler and Armstrong (2006). Stability to purchase knowing information about a particular product. Make a purchase decision because you like the brand on a particular product, make a purchase decision according to your own needs and desires. Make purchasing decisions on certain products because they are recommended by others. There are 5 (five) stages in the purchasing decision process proposed by Kotler and Armstrong (2006). Recognition of needs, information seeking,

evaluation of alternatives, purchase decisions, and post-purchase behavior.

## HYPOTHESES

Social media marketing is a marketing process that aims to get the attention of the public. This marketing activity is carried out on social media (Trattne, 2013). This marketing process is due to the rapid development of technology, previously businesspeople could only market and promote their products by word of mouth. However, with the development of this technology, business people are facilitated in all marketing activities. Social media marketing is a marketing strategy that allows marketers to interact, collaborate and engage. This strategy prioritizes technological sophistication such as social media, websites, and others related to online platforms.

From the explanation above, it can be concluded that the existence of social media marketing can facilitate both parties, namely, a businessperson and a consumer. The convenience obtained for business people is to minimize promotional costs and the reach is wide, while the convenience for consumers from the existence of social media marketing is that consumers can access information about products or services easily only from social, these activities can also be done anytime and anywhere. This explanation is also elaborated by previous research on the influence of social media marketing on purchasing decisions made by Dewi et al (2021), Arif (2021), Liana (2021), Ardiansyah & Sarwoko (2020) stating that Social Media Marketing has a positive effect on purchasing decision. Based on this explanation, researchers can formulate hypotheses:

**H<sub>1</sub>: Social Media Marketing has a positive effect on purchasing decisions at Tiktok Shop.**

Online customer reviews are opinions or experiences given by consumers

regarding the services or products of the company (Regina et al., 2021). Mo, Z., Li, Y. & Fan (2015), online customer review (OCR) comes from the consumer side related to product reviews on various aspects that allow consumers to obtain information. The products they are looking for are usually based on reviews and experiences written by consumers after buying products from online stores. Consumers are usually selective in choosing quality information because it can determine purchasing decisions on a product.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

From the statement above, it can be concluded that online customer review is very helpful for consumers to find information on certain products before making a purchase. A review can determine the company's success in creating, developing, and marketing products to the general public. In addition, reviews from consumers can be used as evaluation material to improve the company's strategy. This statement is by previous research regarding the influence of online customer reviews on purchasing decisions made by researchers Ardianti & Widiartanto, (2019), Kumar, (2020), and Regina et al., (2021) stated that Online Customer Reviews have a positive effect on purchasing decision. Based on this statement, the researcher can formulate a hypothesis:

**H<sub>2</sub>: Online Customer Reviews have a positive effect on purchasing decisions at Tiktok Shop.**

Impulse buying is a buying process that is carried out when consumers buy an item in small or large quantities without being considered first. This process occurs because of an impulse from oneself (Berndt et al., 2017). Impulse buying is an action that consumers do without having previous experience, this action occurs spontaneously when a consumer is shopping at a store.

From the explanation above, it can be concluded that impulse buying occurs

suddenly, one of the factors is because of encouragement from oneself. Usually, someone who acts like this will not think to find information on the product that we will buy before. This impulse buying can also cause a consumer to feel sorry and a hedonic lifestyle arises. This explanation is by previous research conducted by Rupayana et al., (2021), Maulana & Supriyono, (2021) stated that impulse buying has a positive effect on purchasing decisions. Based on this explanation, the researcher can formulate a hypothesis:

**H<sub>3</sub>: Impulse Buying has a positive effect on purchasing decisions at Tiktok Shop.**

Price discount is a product price reduction strategy given by sellers to consumers as a form of appreciation for certain activities from a consumer who has pleased the seller by always buying his product (Tjiptono, 2008). Mishra & Mishra (2011), the price discount is a promotional strategy that focuses on price. In this strategy, customers will be offered the same product but at a lower price (Finthariasari & Zetira, 2022).

From the statement above, it can be concluded that discounting is a common strategy for businesspeople, we need to know that this strategy is considered very effective in attracting the attention of a buyer. This statement is from similar research that has been carried out by Isfantin, (2018), Finthariasari & Zetira, (2022), and Shah & Dixit, (2005) stated that the price discount has a positive effect on purchasing decisions. Based on this statement, the researcher can formulate a hypothesis:

**H<sub>4</sub>: Price Discount has a positive effect on purchasing decisions at Tiktok Shop.**

#### **METHOD**

This study used the Tiktok application as the object of research. The scope of the research was on the customer who used the Tiktok application. The collection of samples in this study was carried out using the purposive sampling technique. The sample criteria were TikTok users. The data that was used in this study

are social media marketing, online customer reviews, impulse buying, price discounts, and purchasing decisions. This data collection technique was by distributing questionnaires online via a google form.

To process the data, we used multiple linear regression analysis. SPSS software is used to obtain the results of hypothesis testing. Before the data is processed, we conduct tests of classical instruments and classical assumptions. In testing the hypothesis, the regression equation used in this study is:

- Y: Purchasing decision
- $\alpha$ : Constanta
- $\beta_1$ - $\beta_4$ : Regression coefficient on each variable
- X1: Social media marketing
- X2: Online customer review
- X3: Impulse buying
- X4: Price discount
- $\epsilon$ : Random error

## RESULT AND DISCUSSION

Characteristics of respondents seen in this study are based on gender, education, age, occupation, monthly income and how often do shop. Based on data obtained through questionnaires, the number of respondents who have female was 68% while the male was 32%. A respondent in senior high school was most with a percentage of 52%. Respondents are aged 17 -25 years at most with a percentage of 83%. Based on how often do shop, the highest was every few months with a percentage of 51%. The characteristics of respondents are presented in table 1 below:

Table 1. Characteristics of Respondent

No	Characteristics of Respondents	Amount	Percentage
1	Gender: Male Female	47 101	32% 68%
2	Education: High school Diploma degree Bachelor degree Master degree	77 7 61 3	52% 5% 41% 2%
3	Age: 17 - < 25 years old 25 - < 35 years old $\geq$ 35 years old	123 19 6	83% 13% 4%
4	Occupation: Students Entrepreneur Private employees Government employees Other	87 21 20 8 12	59% 14% 14% 5% 8%
5	Income: $\leq$ Rp1.000.000 > Rp1.000.000 – Rp3.000.000 > Rp3.000.000 – Rp5.000.000 > Rp5.000.000	38 77 24 9	26% 52% 16% 6%
6	How often do shop: Every day Every week Every month Every few months	2 13 58 75	1% 9% 39% 51%

This research tested as many as 40 questions contained in the questionnaire that must be answered directly by the respondent. The validity or invalidity of the questionnaire questions was measured using Pearson's correlation with a significance value of less than 0.05. If the significance value is less than 0.05 then the questions in the questionnaire can be declared valid. To find out more clearly about the results of this test, the validity test table data for each variable is presented as follows:

Table 2. validity test

Variable	Questions Code	Person Correlation	Significance	Result
Social Media Marketing (X1)	SCM.X1.1	0.611	0.001	VALID
	SCM.X1.2	0.673	0.001	VALID
	SCM.X1.3	0.827	0.001	VALID
	SCM.X1.4	0.588	0.001	VALID
	SCM.X1.5	0.621	0.001	VALID
	SCM.X1.6	0.785	0.001	VALID
	SCM.X1.7	0.749	0.001	VALID
	SCM.X1.8	0.653	0.001	VALID
Online Customer Review (X2)	OCR.X2.1	0.642	0.001	VALID
	OCR.X2.2	0.725	0.001	VALID
	OCR.X2.3	0.714	0.001	VALID
	OCR.X2.4	0.754	0.001	VALID
	OCR.X2.5	0.584	0.001	VALID
	OCR.X2.6	0.565	0.001	VALID
	OCR.X2.7	0.728	0.001	VALID
	OCR.X2.8	0.769	0.001	VALID
Impulse Buying (X3)	IB.X3.1	0.747	0.001	VALID
	IB.X3.2	0.830	0.001	VALID
	IB.X3.3	0.758	0.001	VALID
	IB.X3.4	0.755	0.001	VALID
	IB.X3.5	0.694	0.001	VALID
	IB.X3.6	0.593	0.001	VALID
	IB.X3.7	0.655	0.001	VALID
	IB.X3.8	0.763	0.001	VALID
Price Discount (X4)	PD.X4.1	0.473	0.001	VALID
	PD.X4.2	0.653	0.001	VALID
	PD.X4.3	0.681	0.001	VALID
	PD.X4.4	0.796	0.001	VALID
	PD.X4.5	0.779	0.001	VALID

In addition to testing the validity of question items, we also conduct reliability tests. Cronbach's Alpha is one way to know whether an instrument can be said to be reliable or not. This study conducted a reliability test to see whether the instrument

can be said to be reliable. The reliability test results shown in table 3 say that all instruments are reliable.

**Table 3. Reliability Test**

Variable	N of items	Cronbach's Alpha	Information
Social Media Marketing (X1)	8	0.843	RELIABLE
Online Customer Review (X2)	8	0.847	RELIABLE
Impulse Buying (X3)	8	0.871	RELIABLE
Price Discount (X4)	8	0.840	RELIABLE
Keputusan Pembelian (Y)	8	0.883	RELIABLE

In this study, we also tested classical assumptions. The classical assumption test consists of a normality test, multicollinearity test, and heteroskedasticity. The results show that the data are normally distributed, and there are no multicollinearity and heteroskedasticity problems.

Based on table 4, the R-square is 0.680 which indicates that 68% of the variability of the purchasing decision is explained by social media marketing, online customer review, impulse buying, and price discount. While 35% is explained by other variables outside the model.

**Table 4. Coefficient of Determination Test Results**

Model	R	R Square	Adjusted R Square	Std. Error of t
1	0.824a	0.680		

The following table shows the result of the multiple linear regression analysis and hypothesis test.

**Table 5. Regression Analysis Results**

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	T	
Constant	2.510	2.205	1.139	0.257	
Social Media Marketing	0.609	0.075	0.557	8.130	0.001
Online Customer Review	-0.075	0.078	-0.059	-0.959	0.339
Impulse Buying	0.066	0.063	0.073	1.046	0.297
Price Discount	0.330	0.083	0.320	3.967	0.001

Based on table 5, the regression result can be obtained in the regression equation as follows

$$Y = 2.510 + 0.609X1 - 0.075X2 + 0.066X3 + 0.330X4 + \epsilon$$

The equation above shows that social media marketing, impulse buying, and price

discounts positively affect purchasing decisions. Meanwhile, online customer reviews negatively affect purchasing decisions.

The results of hypothesis testing show that social media marketing has a significance value of 0.001 which means that the value is < 0.05. It can be concluded that social media marketing had a positive and significant effect on purchasing decisions. The online customer review has a significance value of 0.339, meaning that the value is > 0.05. It can be concluded that online customer review has no significant effect on purchasing decisions. Impulse buying has a significance value of 0.297, meaning that the value is > 0.05. It can be concluded that impulse buying has no significant effect on purchasing decisions. Price discount has a significance value of 0.01 which means that the value is < 0.05. It can be concluded that price discount has a positive and significant effect on purchasing decisions

## DISCUSSION

This research is used to determine the effect of social media marketing, online customer reviews, impulse buying, and price discounts on purchasing decisions. The explanation regarding each variable is as follows, purchase on the discussion in chapter 2 regarding previous research conducted by Ardiansyah & Sarwoko (2020). This is supported by the phenomena and characteristics of the respondents. Currently, technological advances are increasing rapidly so marketing through social media is the right strategy to do in addition to the characteristics of age respondents dominated by respondents aged 17-24 years with a percentage of 83% from 100% so it can be concluded that people those aged tend to be more active in doing activities in the online compared to those aged above.

Strategy social media marketing aims to grow brand awareness to consumers. Besides that, social media marketing can also make it easier for consumers to express

their opinions about the products or services that have been offered and publish their opinions on the internet, which in turn can increase the knowledge of consumers who read comments or opinions. consumers to the marketplace, goods or services offered so that it is likely to be used as a source of information and recommendations because it can indirectly improve consumer purchasing decisions. The results of this study are in line with the results of previous studies examined by Dewi et al (2021), and Sania (2022).

Based on the results of data processing that has been carried out, it is explained that online customer review has no significant effect on purchasing decisions. This study contrasts with the discussion in chapter 2 regarding previous research conducted by Regina et al (2021). The rejection of this hypothesis is caused by the characteristics of respondents based on work, according to the distribution online it was found that as many as 87 people with a percentage of 59% stated that the respondents were students or university students so that it can be concluded that the income they get is limited, even though they see a review that good about certain products will not be able to influence them to make a purchase decision. In addition, based on research that has been done, the data shows an imbalance between points of agreeing and disagree. A total of 148 respondents who have filled out this questionnaire tend to disagree with the statement that reviews from consumers on a marketplace or social media can influence purchasing decisions of other consumers who have read the reviews. This buying decision behavior is based on a need, not based on a review.

The non-acceptance of this hypothesis is also supported by the current phenomenon, in 2022 consumers tend to focus on a need value, which means that consumers can manage their finances well, one of which is not easy to spend money just because they see a good review on a product submitted by other consumers. In

addition, each consumer also has their standards for each desired product, because a review cannot guarantee the influence of purchasing decisions on one consumer to another. This explanation is also supported by Putri et al (2022) research that online customer reviews have no significant effect on purchasing decisions.

Based on the results of data processing that has been carried out, it is explained that impulse buying has no significant effect on purchasing decisions. This research is inversely proportional to the discussion regarding previous research conducted by Rumpana et al (2021). The rejection of this hypothesis was caused by the characteristics of respondents based on occupation, income, and how often they shop online, according to the distribution the results showed that as many as 87 people with a percentage of 59% characteristics based on work, 77 people with a percentage of 52% income characteristics and 75 people with percentage 51% characteristic based on how often people do online. From several factors characteristic of the respondents, it can be concluded that the status of students or students, earning 1 million to 3 million and doing online only once a few months are factors that are contrary to impulse buying because based on research that has been done, the data shows an imbalance between points agree and disagree on each statement item in this questionnaire. A total of 148 respondents who have filled out this questionnaire tend to disagree with the statement that unplanned buying behavior is a priority.

Another factor that strengthens the rejection of this hypothesis is the phenomenon of this COVID-19 pandemic, according to the journal.id news page explaining that the existence of the pandemic has made changes in consumer behavior, one of which is in the economic field. Consumers are judged to be more focused on value rather than impulsiveness, this is because the most important priority is needs and not desire, consumers will tend

to save money either planned or unplanned. These factors are what caused the lack of impulsive buying effects on purchasing decisions.

Based on the results of data processing that has been carried out, it is explained that the price discount has a positive and significant effect on purchasing decisions. The discussion in chapter 2 regarding previous research, proves that the marketing strategy using discounted prices is still considered very effective and in demand by consumers. It's also supported by the results of distributing online as many as 148 respondents stated that factors of gender, age, income, and so on did not reduce consumer interest not to shop continuously. This strategy is also considered very common by business people to increase their sales so that consumers are also happy to shop when there is a discount. The results of this study are also in line with the results of previous studies researched by Finthariasari & Zetira (2022), and Isfantin (2018).

## CONCLUSION

This study aimed to examine the effect of social media marketing, online customer reviews, impulse buying, and price discounts on purchasing decisions at Tiktok Shop. This study used an online platform with a total of 148 respondents, while the respondents who fill out are consumers who use social media with the criteria of having done online shopping through Tiktok Shop. Based on the results of this study, it can be concluded as follows:

1. Social media marketing have a significant effect on purchasing decisions at Tiktok Shop. This is due to the characteristics of respondents and the current phenomenon and is supported by previous research conducted by Ardiansyah & Sarwoko (2020).
2. Online customer review has no significant effect on purchasing decisions at Tiktok Shop. This is due to the characteristics of the respondents

and the current phenomenon and is supported by previous research conducted by Putri et al (2022).

3. Impulse buying has no significant effect on purchasing decisions at Tiktok Shop. This is caused by the characteristics of the respondents and the current phenomenon.
4. Price discount has a significant effect on purchasing decisions at Tiktok Shop. This is due to. characteristics of the respondents and the current phenomenon and is supported by previous research that has been carried out by Isfantin (2018).

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3