

## The Influence of Social Media Marketing Tiktok on Brand Awareness and Purchase Interest (Case Study: Sociolla)

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### **Abstract**

*Indirectly, social media marketing creates a positive effect and can foster Brand Awareness in the minds of consumers, thereby generating purchase interest in consumers. This type of research is causal descriptive by using a quantitative approach and using the SMART PLS 3.0. The sampling technique used is a non-probability sampling technique with a purposive sampling technique involving 100 respondents. The results of the analysis in this study indicate that the Social Media Marketing variable has a significant effect on Brand Awareness. Social Media Marketing has a significant effect on Buying Interest. Brand Awareness has a significant effect on Purchase Intention. Then there is a test of the intervening variable which shows the influence of Social Media Marketing on Buying Interest with the intervening effect of the Brand Awareness variable of 0.494 and t-Statistic of 6.707.*

*Keywords: Social Media Marketing, Brand Awareness, Purchase Interest, Sociolla*

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### **Abstrak**

Secara tidak langsung, Social Media marketing memberikan efek positif dan dapat menumbuhkan Brand Awareness di benak konsumen, sehingga menimbulkan minat beli pada konsumen. Jenis penelitian ini adalah deskriptif kausal dengan menggunakan pendekatan kuantitatif dan Menggunakan teknik analisis SMART PLS 3.0. Teknik pengambilan sampel yang digunakan adalah teknik nonprobability sampling dengan teknik purposive sampling yang melibatkan 100 orang responden. Hasil analisis dalam penelitian ini menunjukkan bahwa variabel Social Media Marketing berpengaruh signifikan terhadap Brand Awareness. Social Media Marketing berpengaruh signifikan terhadap Minat Beli. Brand Awareness berpengaruh signifikan terhadap Purchase Intention. Kemudian dilakukan uji variabel intervening yang menunjukkan pengaruh Social Media Marketing terhadap Minat Beli dengan intervening effect variabel Brand Awareness sebesar 0,494 dan t-Statistic sebesar 6,707.

**Kata Kunci :** Pemasaran Media Sosial, Kesadaran Merek, Minat Beli, Sociolla

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### **I. INTRODUCTION**

Digital media seems to be an inseparable part of people's daily lives today, including business people. No need to visit the store in person to buy and use products or create new displays. Based on data from wearesocial.com, it shows that there are around 170.0 million social media users in Indonesia. By looking at the data, it is undeniable that the internet is very much needed. Besides being easier, marketing through social media applications is faster and cheaper. This is very different from if we carry out marketing activities such as promotions through advertisements both through print and electronic media. Social media connects people in cyberspace, both for personal and work purposes.

There are so many social media platforms that can be used to market attractively packaged products to the wider community to maintain their business. One of the most popular social media is TikTok. This is in line with TikTok survey data which was downloaded more than 104 million times on Apple's App store during the first half of 2018 according to data provided to CNBC by Sensor Tower. Indonesia is one of the TikTok app market shares with the second highest number of active users in the world, with more than 22 million monthly active users. Integrated connectivity between the internet and social networks makes it easier for consumers to find out products or needs in

online stores, coupled with the pandemic. Many consumers who previously never shopped online now have to rely on digital shopping platforms to meet their needs. There are many categories of video content available on the TikTok application, beauty/skin care being one of the most watched video categories. The high interest of users in the beauty sector is evidenced by the large number of viewers and likes to search for beauty brand videos. This phenomenon also occurs in Indonesia, where the fashion/beauty category is among the top five video categories, so it is used by cosmetic industry players to market through the Tik Tok application.

Including on Tiktok @Sociolla, Sociolla is considered one of the largest beauty e-commerce sites in Indonesia. Sociolla always innovates to meet consumer needs, including finding detailed information on the latest types of products and brands that are most favored by beauty consumers in Indonesia. Sociolla also presents content related to beauty products on its website. The @sociolla account on Tiktok has 21.9k followers or 21,900 to date. The number of follower accounts is not just following but seeing how social media marketing from the @sociolla account has a big enough impact. How Sociolla attracts consumers' attention by displaying unboxing haul and hashtags. This can be seen from the Tikok Sociolla account which always shares its posts. Because many people want to ask directly or need information quickly. By providing unboxing haul and hashtag content, consumers are easily influenced by being able to generate a desire to buy because consumers are satisfied with the information and product quality provided by Sociolla.

## II. LITERATURE REVIEW

### a. Marketing Management:

According to Hery (2019), defines Marketing management as the art and science of choosing a target market and retaining and growing customers by creating delivering and communicating customer value better.

### b. Sosial Media

According to Rulli Nasrullah (2016; 13), an Internet environment where users can express themselves and interact with other users, collaborate, share, communicate, and form virtual social connections.

### c. Social Media Marketing

In the operation of social media, there are 4 indicators of Social Media marketing, according to Heuer in Nafisah and Widyayanti (2018), namely:

- Context is the grammar, form, or framework of how we convey a message to the public in a particular format. Context determines the definition of a word, when the context changes, the meaning of a word also changes.
- Communications is the process of sending messages from person to person to inform, changing attitudes, opinions, or behaviors, orally (directly) or indirectly (through the media) to fit what the sender wants, fulfilling the five elements of WHO.
- Collaboration is an activity in which two or more parties work together by bringing together each other's knowledge, experience, and skills to achieve goals that produce results or benefits for stakeholders.
- Connection is a relationship that is built and maintained for a long time between the sender and receiver of the message).

### d. Tiktok

Tiktok is an application that provides a unique and interesting effect that can be easily used by users of this application to make short videos and can attract the attention of many people who see it. As a social media, Tiktok provides a means of sharing content that is very varied both in terms of creativity, video, lipsync, songs, and others.

### e. Brand Awareness

According to Keller (in Winadi 2017: 3), there are four indicators that can be used to determine the level of consumer understanding of a brand, namely:

1. Recall is the extent to which consumer users can remember when asked which brand.
2. Recognition is the extent to which consumers can recognize a brand belonging to a particular category.
3. Purchase, namely the extent to which consumers will place the brand in an alternative when buying a product or service.
4. Consumption is how well consumers perceive a brand when using a competitor's brand

f. Purchase Interest

According to Priansa (2017), consumer buying interest can be measured by various dimensions such as the following:

- 1) Transactional Interests  
The tendency of consumers to buy goods and services produced by the company is based on a high level of trust in the company.
- 2) Referential Interests
- 3) That's the tendency to recommend the product to others.
- 4) Preferential Interests  
That is the interest described by the behavior of consumers who have a primary preference for this product. These preferences can only be changed if there is a problem with the product preferences.
- 5) Exploratory Interest  
That is the interest described by the behavior of consumers who are always looking for information about the product in demand and looking for information that supports the positive characteristics of the product.

g. Theoretical Framework

The purpose of this study is to find out the Influence of Media Marketing Content on Brand Awareness and Purchase Interest in Sociolla. Based on the description, it can be formulated the following hypotheses and research models:

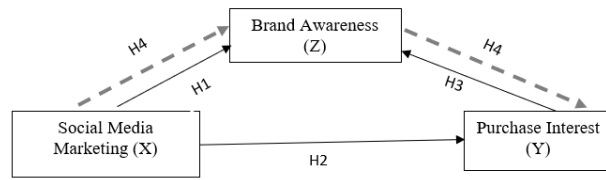


Figure 1. Theoretical framework

Source: Authors' own result

III. METHOD OF RESEARCH

a. Type of research

This research is conducted using descriptive and causality with a Quantitative approach. The sampling technique used in this research is non-probability sampling with the sampling method used is purposive sampling.

b. Data Collection Process

Researchers have distributed the questionnaire to 100 respondents online using google form media

c. Descriptive Analysis

Table 1. Descriptive Analysis

| Variable               | Percentage | Category  |
|------------------------|------------|-----------|
| Social Media Marketing | 85,00%     | Very Good |
| Brand Awareness        | 80,04%     | Good      |
| Purchase Interest      | 80,10%     | Good      |

Source: Authors' own elaboration

Based on Table, Social Media Marketing categorized is Very Good. The score Brand Awareness categorized is Good. The score Purchase Interest categorized is Good.

d. Validity Test

Table 2. Validity Test

| Indicator | SMM   | BA    | PI    | CONCLUSION |
|-----------|-------|-------|-------|------------|
| SM1       | 0,751 |       |       | VALID      |
| SM4       | 0,747 |       |       | VALID      |
| SM5       | 0,811 |       |       | VALID      |
| SM8       | 0,743 |       |       | VALID      |
| BA2       |       | 0,724 |       | VALID      |
| BA3       |       | 0,756 |       | VALID      |
| BA4       |       | 0,834 |       | VALID      |
| BA5       |       | 0,863 |       | VALID      |
| PI1       |       |       | 0,853 | VALID      |
| PI2       |       |       | 0,870 | VALID      |
| PI3       |       |       | 0,841 | VALID      |
| PI4       |       |       | 0,779 | VALID      |

Source: Authors' own elaboration

The results in table 0.3 show that the indicator has an outer loading >0.7 and can be said to be valid.

e. AVE

Table 3. AVE

| Variable | AVE   | Conclusion |
|----------|-------|------------|
| SMM      | 0,584 | VALID      |
| BA       | 0,634 | VALID      |
| PI       | 0,700 | VALID      |

Source: Authors' own elaboration

Based on table 0.4 above, it is known that the AVE value of social media marketing variables, Brand Awareness and Purchase Interest > 0.5. It can then be stated that each variable has a good convergent Validity.

f. Discriminant Validity

Table 4. Discriminant Validity

|     | BA(Z)        | PI(Y)        | SMM(X) |
|-----|--------------|--------------|--------|
| BA2 | <b>0,724</b> | 0,556        | 0,469  |
| BA3 | <b>0,756</b> | 0,580        | 0,440  |
| BA4 | <b>0,834</b> | 0,735        | 0,590  |
| BA5 | <b>0,863</b> | 0,800        | 0,551  |
| PI1 | 0,696        | <b>0,853</b> | 0,574  |
| PI2 | 0,722        | <b>0,870</b> | 0,522  |

|     |       |              |              |
|-----|-------|--------------|--------------|
| PI3 | 0,738 | <b>0,841</b> | 0,553        |
| PI4 | 0,631 | <b>0,779</b> | 0,572        |
| SM1 | 0,570 | 0,595        | <b>0,751</b> |
| SM4 | 0,485 | 0,409        | <b>0,747</b> |
| SM5 | 0,508 | 0,558        | <b>0,811</b> |
| SM8 | 0,383 | 0,415        | <b>0,743</b> |

Source: Authors' own elaboration

The discriminate validity criteria have been met by all constructs in the estimated model. So that the indicator used is qualified.

g. Fornell-Larcker Criterion

Table 5. Fornell-Larcker Criterion

|               | <b>BA(Z)</b> | <b>PI(Y)</b> | <b>SMM(X)</b> |
|---------------|--------------|--------------|---------------|
| <b>BA(Z)</b>  | 0,796        |              |               |
| <b>PI (Y)</b> | 0,850        | 0,837        |               |
| <b>SMM(X)</b> | 0,649        | 0,661        | 0,763         |

Source: Authors' own elaboration

In table 0.6, that the value owned by the variable itself is greater than the value of other variables.

h. Reliability Test

Table 6. Reliability Test

| <b>Construct</b>       | <b>Composite Reliability</b> | <b>Cronbach Alpha</b> |
|------------------------|------------------------------|-----------------------|
| Brand Awareness        | <b>0,873</b>                 | <b>0,807</b>          |
| Purchase Interest      | <b>0,903</b>                 | <b>0,857</b>          |
| Social Media Marketing | <b>0,848</b>                 | <b>0,763</b>          |

Source: Authors' own elaboration

That each variable has a Composite Reliability value and Chronbach's Alpha > 0.7. So, it can be said that the data has good rehabilitation

i. Hypothesis Testing

Table 7. Hypothesis Testing

|                  | <b>Original Sample</b> | <b>Sample Mean</b> | <b>Standard Deviation</b> | <b>T Statistics</b> | <b>P Values</b> |
|------------------|------------------------|--------------------|---------------------------|---------------------|-----------------|
| BA(Y1) -> PI(Y2) | 0,727                  | 0,718              | 0,064                     | 11,304              | 0,000           |
| SMM(X) -> BA(Y1) | 0,649                  | 0,655              | 0,057                     | 11,431              | 0,000           |
| SMM(X) -> PI(Y2) | 0,190                  | 0,201              | 0,071                     | 2,675               | 0,000           |

Source: Authors' own elaboration

- The test results showed a beta Brand Awareness coefficient of social media marketing of 0.727 and a t-statistic of 11,304. So, the **first Hypothesis is accepted**.
  - The test results showed the beta coefficient of Social Media Marketing against Brand Awareness of 0.649 and t-Statistics at 11,43. So, the **second Hypothesis is accepted**
  - The test results showed the beta coefficient of Social Media Marketing against Purchase Interest of 0.190 and t-Statistics at 2.675. So, the **third Hypothesis is accepted**
- j. There is the influence of Brand Awareness as a variable Intervening on brand awareness and purchase interest relationships

Table 8. of Brand Awareness

|   | Original Sample | Sample Mean | Standard Deviation | T Statistics | P Values |
|---|-----------------|-------------|--------------------|--------------|----------|
| SMM(X) <sub>-</sub> -> PI(Y) <sub>2</sub> | 0,494           | 0,496       | 0,074              | 6,707        | 0,000    |

Source: Authors' own elaboration

The test results showed the beta coefficient value of Social Media Marketing's influence on Purchase Interest with a brand awareness variable intervening effect of 0.494 and t-statistics of 6,707. So, the **fourth Hypothesis is accepted**.

IV. RESULT AND DISCUSSION

Social media marketing variables have a significant influence on brand awareness. This shows that the more Social Media Marketing Tiktok users will be followed by an increase in brand awareness of Sociolla consumers or potential consumers.

- a. Social media marketing variables have a significant influence on purchase interest. This means that the impact provided by social media marketing is very effective in running a business because the promotion is able to affect or form consumer desires in making transactions in Sociolla.
- b. Brand Awareness has a significant value to purchase interest. that the higher the level of awareness of a consumer, the higher the interest in buying consumers in buying products in Sociolla
- c. Social Media Marketing's influence on Purchase Interest with a brand awareness variable intervening effect

V. CONCLUSION

- a. The results of the descriptive research show that the question that has a low score, namely "Tiktok provides security for users by not sharing personal information" gets the lowest score, this is because not all users believe in the security of personal information. For this reason, Tiktok needs to improve the security of user information, so that it can help increase user confidence in Tiktok.
- b. The results of the descriptive research have questions that have a low score, namely "I will choose Sociolla even though there are other e-commerce with the same quality", this is because there is competition between e-commerce that offers cheaper prices with the same quality. So Sociolla needs to provide more attractive offers so that it can increase users' buying interest.
- c. The results of the descriptive study contained a question that had a low score, namely "Sociolla was the first choice when I was given another choice", this is because the prices offered at Sociolla can be reached from the middle to upper class, because Sociolla has quality and original products. superior quality and the price given is still a consideration in purchasing decisions. So Sociolla needs to increase offers such as price discounts and product promotions so that they can be reached by all groups.

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