
PURCHASE INTENTION MODEL DETERMINED BY TIK-TOK SOCIAL MEDIA MARKETING AND PRODUCT KNOWLEDGE THROUGH PRICE DISCOUNT AS INTERVENING VARIABLES

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Abstract

This study aims to determine the effect of social media marketing on tik-tok and product knowledge on purchase intention which is moderated by price discount on the shopee marketplace in Pekanbaru City. The respondents of this research are those who use the Shopee and Tiktok applications and have shopped online at the Shopee marketplace in Pekanbaru City. The primary data in this study were obtained from distributing questionnaires as an instrument to prove the results of the study and to test the proposed hypothesis. In this study, using the structural equation modeling (SEM) analysis method using Warp-PLS version 6.0 software. Sampling using the technique of Non Probability Sampling with Purposive Sampling procedure by taking a sample of 120 respondents. The results in this study indicate that: 1) Social Media Marketing has a positive and significant effect on Purchase Intention at the Shopee Marketplace in Pekanbaru City, this is evidenced by looking at the pvalue in this study, which is <0.001 with a beta (β) value of 0.380, 2) Product Knowledge has a positive and significant effect on Purchase Intention at the Shopee Marketplace in Pekanbaru City, this is evidenced by looking at the p-value in this study, which is <0.001 with a beta (β) value of 0.352, 3) Social Media Marketing has a positive and positive effect. significantly to Purchase Intention moderated by Price Discount at the Shopee Marketplace in Pekanbaru City, this is evidenced by looking at the p-value in this study, which is <0.001 with a beta (β) value of 0.280, 4) Product Knowledge has a positive and significant effect on Purchase Intention which is moderated by Price Discount on the Shopee Marketplace in Pekanbaru City, this is proven by by looking at the p-value in this study, which is 0.015 with a beta (β) value of 0.191.

Keywords: social media marketing; product knowledge; purchase intention; price discount; marketplace;

INTRODUCTION

The digital era makes it easier for people in all respects, one of which is to enliven the start-up business built by young Indonesians in recent years (Tazkiyyaturrohman, 2020). They also find new ways to promote their products from those that originally used traditional methods such as advertising using posters, banners, bulletins, magazines, billboards, and advertisements through television and radio media, now to promotion through digital marketing, namely through internet media using social media marketing, websites, and blogspots. Miranda, (2016) states that in order for a company to survive and develop, marketers must create strategies that can keep up with the times.

The development of technology makes all human activities facilitated. Rohaeni & Marwa, (2018) stated that one of the facilitated activities is shopping. Now shopping no longer has to be done physically, but can be online where consumers do not have to go to the store and can shop from home using the internet. The phenomenon of this technological advancement has made modern people in Indonesia start using the internet (Cinthya & Wati, 2020). The number of Indonesian internet users continues to increase. Based on the results of

the latest Hootsuite and We Are Social reports, Indonesian internet users reached 202.6 million as of January 2021. This can be seen in figure 1 below

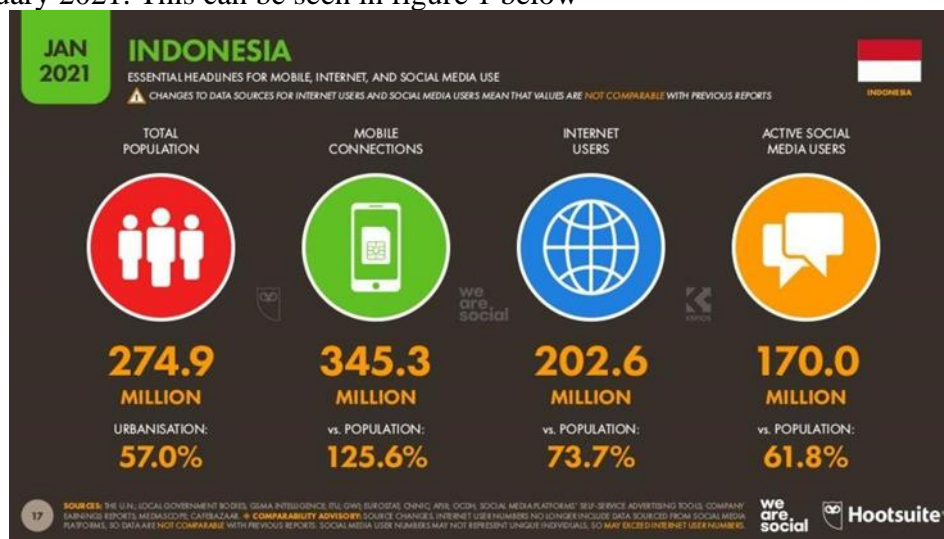


Figure 1 Data on the number of internet users in Indonesia in January 2021
Source : Hootsuite & We Are Social, 2020

The role of social media is very important to attract consumers in finding and digging product information and make it easier for consumers to recognize and remember products before they decide to buy the products they want. Social media such as Instagram, Facebook, Whatsapp, Tiktok, and other applications initially only functioned as entertainment, but now some social media have changed their functions into platforms that we can use to market the products we will sell (Andzulis, Panagopoulos, & Rapp, 2012).

Social media taken in this study is Tiktok, where the Tiktok application is a non-game application that is very popular today (Farida & Anggraeni, 2022). Where it can be seen from figure 3 that TikTok is one of the most searched social media according to data from Google Trends

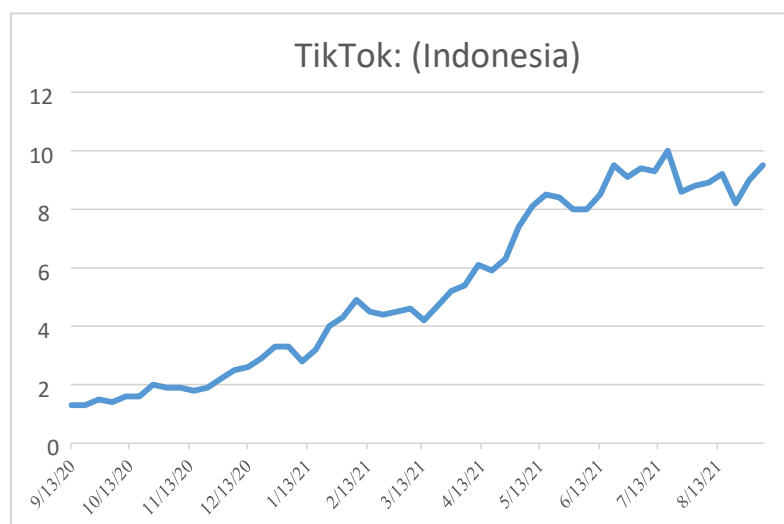


Figure 2 TikTok App Search Percentage on Google Trends
Sumber : Google Trends, 2021

From figure 2 according to data from Google Trends, TikTok is one of the most searched social media in Indonesia where TikTok-related searches continue to increase until August 13,

2021. Active Tiktok users who quite a lot influence the marketing process for online sellers in Indonesia, one of which is the Shopee Haul Trend is where TikToc content creators make unboxing videos of the items they buy on Shopee and upload them via TikToc. Here is a picture of shopee haul tiktok trend 2021:

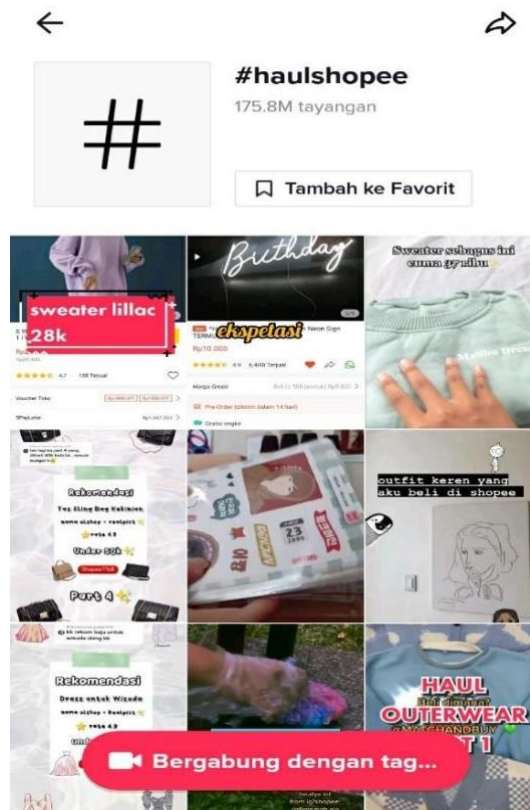


Figure 3 Trend Tiktok Shopee Haul
Sumber : Tiktok,2021

From picture 3 above, it can be seen that social media marketing created by content creators on TikToc has a fairly large number of viewers of 175.8 million views. With this shopeehaul trend, consumers are more familiar with the product, and increase purchase intent towards the shopee marketplace. In determining the purchase intention of a consumer, product knowledge is one of the important things. Resmawa, (2017) explained that consumers who want to buy a product, will usually seek as much information as possible by researching and evaluating similar products to compare products between different brands. Regarding product knowledge, Waluyo & Pamungkas,(2003) said product knowledge is the scope of all accurate information stored in consumer memory which is as good as their perception of product knowledge. Consumers with higher knowledge will become more realistic in the selection of products that match their expectations. The higher the consumer's knowledge of a product, it can increase the consumer's ability to make more pleasant choices. The explanation greatly explains the importance of the level of consumer knowledge of a product.

In addition to social media marketing and product knowledge, supporting factors that can increase purchase intention for potential customers are price discounts. As in the research conducted by Prasetyo, (2019) that price discounts can affect consumer purchase intentions. In the age of technology where the emergence of this online marketplace, consumers have become more sensitive to prices. The phenomenon that occurs today is that consumers have become

more sensitive to prices because of the perception that prices in online marketplaces are cheaper than physical marketplaces. Price Discount is a promotion of a marketing strategy based on prices where consumers are offered the same goods at a reduced price. It can be seen that the shopee marketplace conducts price promotions using discount prices such as in the "Flash Sale", "Cash Back", and Ramadan promos. This price discount can indirectly attract consumers to make purchases on the shopee marketplace. Based on the description above, the research that will be conducted is about the Influence of Social Media Marketing on Tiktok and Product Knowledge, on Purchase Intention moderated with Price Discount. This research is specifically for Shopee marketplace users who have seen shopeehaul reviews on TikTok, and the location of this research will be carried out in Pekanbaru City.

Based on the background presented, the title used in this study is "The Influence of Social Media Marketing on Tik-Tok and Product Knowledge on Purchase Intention Moderated by Price Discount on Shopee Marketplace in Pekanbaru City." The research is titled The Impact of Social Media Marketing on Consumer Purchase Intention: Consumer Survey in Saudi Arabia. (Esraa Alfeel) obtained results The results of this study show that Social Media Marketing has a positive effect on customer purchase intentions, therefore based on the findings of this study Social Media Marketing cannot be avoided by companies. Infact social media marketing should be precisely planned and executed to increase sales and profits. The Impact of Social Media Marketing on Brand Equity toward the Purchase Intention of Starbucks Indonesia (Melissa Anastasia Karman) Based on the results of research that has been done, the discount price variable is included in the very attractive category. Consumer risk perception variables fall into the high category. The purchase intent variable is in the intent category. Discounted prices have a positive and significant effect. Consumer risk perception has a significant negative effect on consumer purchase intent. Discounted prices have a positive and significant effect on purchase intent. Discounted prices indirectly have a negative and significant effect on purchase intent.

METHOD RESEARCH

In this study, the author uses a type of Quantitative Research, which is a type of research that uses research design based on statistical procedures or in other ways of quantification to measure research variables. According to Sujarweni, (2015) what is meant by Quantitative Research is a type of research that produces findings that can be achieved using statistical procedures or other means of quantification (measurement). There are 2 types of techniques that can be used by researchers in this study, namely questionnaires and observations (Sugiyono, 2017).

RESULT AND DISCUSSION

1. The Effect of Social Media Marketing on Purchase Intention

The results of this study show that there is an influence of Social Media Marketing on Purchase Intention on the Shopee Marketplace in Pekanbaru City, which is evidenced by looking at the p-value in this study, which is <0.001 with a beta value (β) of 0.380. So this research hypothesis can be accepted and it is said that Social Media Marketing has a significant effect on Purchase Intention. The results of this study show that the information provided by researchers regarding Social Media Marketing on Tik-Tok has a positive impact on Purchase Intention for Shopee users in Pekanbaru City.

Based on the results obtained when conducting interviews with several respondents, they argue that Social Media Marketing is very influential on Purchase Intention or purchase intent, because the better Social Media Marketing with the trend of "shopeehaul" on Tik-Tok, the more Purchase Intention or consumer purchase intention on the Shopee Marketplace. The better a brand is at promoting its products by adding promos or conducting events through social media, the more interested consumers will be in buying the product.

The results of this study are supported by previous researchers conducted by (Sulasih, Suliyanto, Novandari, & Munawaroh, (2022) conducted research on the Role of Price Discount in Moderating the Influence of Social Media Marketing and Product Knowledge on the Purchase Intention of Visval Bags Products (Rismawan & Purnami, 2017). The results of this study showed that with t-count results of $2.309 > 1.65514$ (t-table) with sig. $0.022 < 0.050$ (α) or a significant value smaller than 0.05. This means that Social Media Marketing has a significant effect on Purchase Intention. This study also explains that promotion through Instagram, Facebook, Youtube and other social media can influence consumer buying interest.

2. Affect Product Knowledge on Purchase Intention

The results of this study show that there is an influence of Product Knowledge on Purchase Intention on the Shopee Marketplace in Pekanbaru City, which is evidenced by looking at the p-value in this study, which is <0.001 with a beta value (β) of 0.352. So this research hypothesis can be accepted and it is said that Product Knowledge has a significant effect on Purchase Intention. The results of this study show that the information provided by researchers regarding Product Knowledge has a positive impact on Purchase Intention for Shopee users in Pekanbaru City.

Based on the results obtained when conducting interviews with several respondents, they argue that with higher knowledge will become more realistic in the selection of products that match their expectations. The explanation greatly explains the importance of the level of consumer knowledge of a product.

The results of this study are supported by previous researchers conducted by Amri & Maryono, (2021) conducting research on the Effect of Product Knowledge on Purchase Intention (Survey on UB Press Bookstore Visitors, Malang City). The results of this study show that the value of sig. F (0.000) $<$ sig. α (0.05) and Adjusted R Square value of 0.508 or 50.8%. This shows that Product Knowledge consisting of Subjective Knowledge, Objective Knowledge, and Experience Knowledge variables of 50.8% can affect Purchase Intention.

3. The Effect of Social Media Marketing on Moderated Purchase Intention Price Discount

The results of this study show that there is an influence of Social Media Marketing on Purchase Intention moderated by Price Discount on the Shopee Marketplace in Pekanbaru City, which is evidenced by looking at the p-value in this study, which is <0.001 with a beta value (β) of 0.280. So the hypothesis of this study can be accepted and it is said that Social Media Marketing has a significant effect on Purchase Intention moderated Price Discount. The results of this study show that the information provided by researchers regarding Social Media Marketing on Tik-Tok has a positive impact on Purchase Intention moderated Price Discount for Shopee users in Pekanbaru City.

Table 1 Comparison of Direct and Indirect Path Coefficients Results

Influence	Value of the coefficient of influence
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<i>Social Media Marketing terhadap Purchase Intention</i>	0.380
<i>Social Media Marketing terhadap Purchase Intention dimoderasi Price Discount</i>	0.280

Sumber : Data Olahan Peneliti, 2022

Based on table 1 above, it can be seen that the magnitude of direct influence is greater than which indirect influence, meaning that respondents selected in this study stated that from Social Media Marketing with the trend of "shopeehaul" on Tik-Tok alone can have an influence on Purchase Intention on the Shopee Marketplace.

This is not in line with previous research conducted by Sulasih et al.,(2022) conducted research on the Role of Price Discount in Moderating the Influence of Social Media Marketing and Product Knowledge on the Purchase Intention of Visval Bags Products. The results of this study showed a t-count result of 1.241 (t-count) smaller than 1.65514 (t-table) with a significant value of 0.216 greater than 0.05. This means that Price Discount is not able to moderate Social Media Marketing towards Purchase Intention (Unni & Weinstein, 2021). In this case, discounts promoted on social media cannot increase or moderate the influence of consumer purchase intent on Visval products.

4. Influence Product Knowledge terhadap Purchase Intention yang dimoderasi Price Discount

The results of this study show that there is an influence of Product Knowledge on Purchase Intention moderated by Price Discount on the Shopee Marketplace in Pekanbaru City, which is evidenced by looking at the p-value in this study which is 0.015 with a beta value (β) of 0.191. So this research hypothesis can be accepted and it is said that Product Knowledge has a significant effect on Purchase Intention moderated Price Discount. The results of this study show that the information provided by researchers regarding Product Knowledge or product knowledge has a positive impact on Purchase Intention moderated Price Discount for Shopee users in Pekanbaru City.

Tabel 2 Perbandingan Hasil Path Coefficients Direct dan Indirect

Influence	Value of the coefficient of influence
<i>Product Knowledge terhadap Purchase Intention</i>	0.352
<i>Product Knowledge terhadap Purchase Intention dimoderasi Price Discount</i>	0.191

Sumber : Data Olahan Peneliti, 2022

Based on table 2 above, it can be seen that the magnitude of direct influence is greater than which indirect influence, meaning that respondents selected in this study stated that only knowing more about the product (Product Knowledge) can have an influence on Purchase Intention on the Shopee Marketplace (Sarman & Tuncay, 2023).

This is not in line with previous research conducted by Rismawan & Purnami, (2017) who conducted research on the Role of Price Discount in moderating the influence of product knowledge and celebrity endoser on purchase intention. The results of this study showed that the partial regression coefficient value was -0.071 with a Sig. value of 0.003. This means that the Price Discount variable is able to moderate but weaken the influence of one's Product Knowledge on the Purchase Intention of Nike original futsal shoes. Someone who has high Product Knowledge tends to have doubts about buying original Nike futsal shoes related to the quality of the product such as product defects and product durability considering that products that get discounted prices are old products.

CONCLUSION

Based on the results of research on the Influence of Social Media Marketing on Tiktok and Product Knowledge on Purchase Intention Moderated by Price Discount on the Shopee Marketplace in Pekanbaru City by distributing questionnaires both online and offline to 120 respondents spread across Pekanbaru City, several conclusions can be drawn as follows is Social Media Marketing affects Purchase Intention on the Shopee marketplace in Pekanbaru City. This means that the better the Social Media Marketing carried out by Tik-Tok content creators, the more the Purchase Intention will increase on the Shopee marketplace. Product Knowledge affects Purchase Intention on the Shopee marketplace in Pekanbaru City. This means that the better the introduction of potential customers to Product Knowledge, the more the increase in purchase intention or Purchase Intention on the Shopee marketplace.

Social Media Marketing affects Purchase Intention moderated by Price Discount on the Shopee marketplace in Pekanbaru City. This means that the more discount programs or Price Discounts promoted in Social Media Marketing, the more it increases or moderates the influence of purchase intent on the Shopee marketplace. Product Knowledge affects Purchase Intention moderated by Price Discount on the Shopee marketplace in Pekanbaru City. This means that the more able the company is to convince that the Price Discount will not cause doubts about product knowledge or Product Knowledge of potential consumers related to information about the product, the more it will increase purchase intention on the Shopee marketplace

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