

THE EFFECT OF ADVERTISING AND SALES PROMOTION ON CONSUMER PURCHASE DECISIONS ON TIKTOK SHOP

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ABSTRACT

This research aims to identify Sales promotions are a form of direct promotion that offers customers additional incentives or value for a product. Sales promotions encompass a wide range of tools, primarily those designed to encourage a faster or stronger market response. One of the best ways to communicate with customers is through promotions. And one of the ways most often used by marketing to introduce goods to customers is advertising. Researchers used Slovin's idea as a sampling technique. Current advertising is positive but not significant to purchasing decisions. This may be due to too much ineffective promotion or a lack of it. Interesting advertisement. Today, sales promotions through discounts and contests and events strongly influence purchasing decisions; this must be maintained and improved. Consumers today are more motivated to buy goods on Tiktok stores through discounts rather than contests or events held.

Keywords: Advertising, Sales Promotion, Purchase Decisions

I. INTRODUCTION

In increasingly competitive business competition, businesses must be able to provide clear and different communication from their competitors to attract customer attention and purchases. One of the methods used by Marketing activities are a way for businesses to attract customers. Goods, price, distribution, and promotion are some of the components involved in marketing. Advertising and sales promotions are one form of the right promotional mix. Advertising is one of the most commonly used marketing communication methods to introduce goods and services to customers. Advertisements can be delivered through various media, such as radio, television and print. By using these various media, advertising can create unique value in the eyes and minds of customers.

Sales promotions are a form of direct promotion that offers customers additional incentives or value for a product. Sales promotions encompass a wide range of tools, primarily those designed to encourage a faster or stronger market response. Today, every business has the ability to convey their message to customers in an effective and efficient manner, both in terms of approach and delivery tools. Companies must always come up with something new in their advertising and sales promotions. This is done to attract attention and make consumers curious about the products the company offers. They are always looking forward to new products that they want or have used before.

Currently, many social media platforms already offer e-commerce services. Some of them are Instagram, Tiktok, and Facebook. TikTok was originally just a social media site contains video content, then TikTok has launched a new feature called TikTok Shop, which can be categorized as e-commerce because it is in accordance with the theory that defines e-commerce as a combination of technology, business and applications that help companies connect with their customers by doing electronic transactions and selling goods or services electronically (M. Suyanto, 2003).

One of the TikTok features that is most often used to increase shop sales is the live feature, which allows active TikTok users to broadcast live to communicate directly with their audience. Thus, active TikTok users who broadcast live have the ability to simultaneously offer their products. Consumers can make transactions directly by simply clicking on the product link on the live screen display. They can also search for other related products by selecting the yellow basket icon. Apart from people's preference for viewing and making purchases directly, various manufacturers use various marketing strategies to attract customers. Manufacturers compete with each other to make their products unique and unique. they are also from direct purchases, such as conducting live product demonstrations to give customers the opportunity to see the product in person before purchasing, or providing promotions and discounts when they interact directly with certain target customers. TikTok Shop makes it easy for customers to shop online with four payment methods: bank, OVO, funds, and can also be done using direct payment methods or COD.

II. LITERATURE REVIEW

A. ADVERTISEMENT

"Advertising is any form of non-personal presentation and promotion of ideas, goods or services by a particular sponsor that requires payment," said Philip Kotler (2005, 658).

Advertising is defined as a persuasive sales message advertised for a fee. Fandy Tjiptono (2008:243) divides media or advertising tools in carrying out promotions into three categories:

1. Print media,
2. Electronic media, and
3. Outdoor media.

B. SALES PROMOTION

According to Lamb, Hair, and McDaniel (2001), sales promotion is a type of marketing communication that includes advertising, personal selling, and public relations, in which short-term incentives are given to customers and distribution channel members to immediately purchase goods or services, either by low prices or by increasing added value. According to Sutisna (2003), several sales promotion techniques are as follows:

1. Coupons
2. Low price offers
3. Premium expertise and advertising

4. Contests and sweepstakes
5. Sampling and trial offers
6. Brand placement
7. Rebates
8. Frequency programs
9. Sponsorship of events

C. BUYING DECISION

Purchasing Decisions: "Purchasing decisions are an integrating process that combines knowledge to evaluate two or more alternative behaviors and" (Peter and Jhonson, 2004). choose one of them." Therefore, making a decision to buy something is a process of choosing one among the many options available.

III. RESEARCH AND METHODOLOGY

The following types of data are used by the author to conduct research and answer problem identification questions:

1. Primary Data—data collected directly from the results of filling in questionnaires given to respondents to provide information about their perceptions of advertising, sales promotions, and purchasing decisions.
2. Secondary data is data collected indirectly from books, literature and other documentation sources, including information about the product under study.

Population and Sample

The population in this study are people in Medan City who use Tiktok Shop as a sales promotion media. The sample is part of the number of characteristics possessed by the population and samples taken must be truly represented. The sampling technique used by researchers is the Slovin concept:

Information:

n = Sample size/number of respondents

N = Population size

E = Percentage of allowance for sampling error accuracy that can still be tolerated $e=0.1$.

Procedures and Data Collection

Procedures and data collection in this research used two methods, namely:

1. Interview using a questionnaire
2. Literature study (Online and Offline)

IV. RESULT AND DISCUSSION

A. Description of Respondents

Respondents in this study consisted of 121 respondents. , then obtain a description of respondents, as follows:

1. Respondent Criteria Based on Gender

Based on research data carried out by distributing questionnaires, it is possible

The known characteristics of respondents based on gender are presented in the table as following:

Frequency Distribution of Respondents Based on Gender

NO	Gender	Total	Presentage (%)
1	female	84	69%
2	Male	37	31%
Total		121	100%

The table above shows the frequency of respondents based on gender, respondents with female gender were 69% and respondents with male gender were 31%. Based on these data, it can be seen that the number of female respondents is more dominant than male respondents.

2. Respondent Criteria Based on Age

Based on research data conducted by distributing questionnaires, the characteristics of respondents based on age can be identified which are presented in the following table:

NO	Year	Total	Presentage
1	17	2	2%
2	18	44	36%
3	19	46	38%
4	20	16	13%
5	21	9	7%
6	22	2	2%
7	23	2	2%
Total		121	100%

Based on the results of the data processed in the table above, it can be seen that the respondents with 17 year olds at 2%, 18 year olds at 36%, 19 year olds at 38%, 20 year olds are 13%, 21 year olds are 7%, 22 year olds are 2%, and 23 year olds are 2%. Based on this data, it can be concluded that of the 121 respondents, the average person who knows about TikTok Shop e-commerce is 18 and 19 years old.

B. Discussion of Data Analysis

1. The effect of promotions on purchasing interest

The results of the research show that the promotional variables used with indicators of reach, quality, quantity, time and target accuracy have a positive and significant effect on purchasing interest. this means that better quality and range of promotions will increase potential buyers' purchasing interest for the tiktok online store. apart from that, promotions that are greater in quantity and time will also increase potential buyers' buying interest.

Tiktok Shop carries out promotions by providing free shipping vouchers and discounts, the value of which will increase on certain days if the seller does it live. This makes customers more interested in buying because of the value of the voucher provided. This shows that TikTok promotions are successful in attracting customers.

2. Consumer Perceptions of Buying Interest

This research found that the perceived convenience variable with indicators that are easy to learn, easy to use, clear and understandable, as well as ease of making transactions, has a positive and significant impact on consumer buying interest. In other words, the easier it is to learn, use, clear and understand, the greater the consumer's buying interest. Increasing interest in buying products sold at the Tiktok Shop, and the ease of the purchasing process also increases potential buyers' interest in buying.

Tiktok Shop has a clear and easy-to-use interface, which encourages buying interest. Tiktok Shop also offers various payment methods to make it easier for customers to carry out 80 purchase transactions. This shows that the Tiktok Shop e-commerce platform offers convenience that customers can take advantage of, so they can become one of the biggest attractions for potential buyers.

Hypothesis 1 shows that advertising has a positive but not significant impact on consumer purchasing decisions

Proving Hypothesis 2: Sales promotions have a positive and significant impact on consumer purchasing decisions; This shows that advertising still cannot be considered as a dominant factor influencing consumer purchasing decisions.

V. CONCLUSION

The authors try to draw the following conclusions from the research they conducted regarding the influence of advertising and sales promotions on purchasing decisions:

1. Advertising currently has a positive but not significant effect on purchasing decisions. This may be because the advertising is less attractive or because there are too many promotions conveyed through the media.
2. Sales promotions through discounts and contests/events currently have a positive and significant impact on consumer purchasing decisions; however, currently, customers are more motivated to make purchases on Tiktok stores through discounts rather than contests/events being held.

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