

The Effect of Sales Promotion Via TikTok Affiliate on Purchase Intentions at TikTok Shop Among Undergraduate Students in DKI Jakarta Province

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Abstract

Kenny / 64190370 / 2023 / The Effect of Sales Promotion Via TikTok Affiliate on Purchase Intentions at the TikTok Shop Among Undergraduate Students in DKI Jakarta Province / Dr. Tony Sitinjak, M.M.

The purpose of this study was to find out whether there is a significant effect and how much influence sales promotion via TikTok affiliate has on purchase intentions at the TikTok shop among undergraduate students in DKI Jakarta province. The independent variable in this study is sales promotion while the dependent variable is purchase intention.

The object studied was the TikTok Shop and the subjects in this study were undergraduate students in DKI Jakarta Province who had used the TikTok Shop feature on the TikTok application. This research is a research with a quantitative method that uses a communication study using instruments that are sent via electronic means via google form in which there are several questions posed by the researcher to the research subject to collect responses, data from collecting questionnaire answers is used for analysis and data processing purposes. This research was conducted using a simple regression analysis method through the IBM SPSS Statistics 23 program.

The test results obtained t count 17.200 with sig 0.01 < 0.05 which means that the sales promotion variable has an effect on purchase intention. And the calculated F value is 295.841 with a sig of 0.01 < 0.05. It can be interpreted that the model can be used to predict purchase intentions

The conclusion of this study is that sales promotions via Tiktok Affiliate have a positive influence on purchase intention at Tiktok shops among undergraduate students in DKI Jakarta province.

Keywords: Sales promotion, Purchase intention, TikTok shop



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INTRODUCTION

The development of communication technology is growing rapidly in Indonesia today along with the development of infrastructure and technology, making the use of mobile phones increase and develop from the feature phone era to smartphones today Based on data from the Central Bureau of Statistics (accessed on June 1, 2023), the percentage of people who own / control cell phones in DKI Jakarta Province has increased from year to year and has reached 81.83% in 2021 and the percentage for the national level has reached 65.87%.

The use of cell phones, especially smartphones, is based on the need for functions, features, and applications on smartphones which now provide convenience for people in carrying out their various activities. Whether in communicating, finding information & news, entertainment, making various payment transactions to shopping online. One application that is quite often accessed by smartphone users is social media. There are 5 social media that are most often used by the public, namely WhatsApp, Instagram, Facebook, TikTok and Twitter.

The central statistics agency (accessed on June 1, 2023) explained that 85.55% of DKI Jakarta residents over 5 years old who have accessed the internet in the last 3 months have a purpose for social media/networking. Based on this data, it illustrates that social media has the potential to conduct sales promotions for the sales of its users, as well as TikTok. The content format that TikTok users do has a variety of forms but generally in the form of short videos with a duration of 15 seconds, 30 seconds, 1 minute and 3 minutes which can be adjusted for duration and added various effects such as filters, audio/music, text and subtitles according to content needs.

Similar to other social media, TikTok is also present as a platform for expression for individuals from various circles such as content creators, public figures to business owners. So that sales promotions are also very common in TikTok. To facilitate this trend in addition to conducting sales promotions on the content created, TikTok also facilitates users with features for live streaming in The live streaming feature on TikTok has similarities with other social media, namely there is a 2-way interaction between the streamer and the audience. In the form of likes or comments, which will then be answered by the streamer.

However, what is different from Live streaming on TikTok with other social media Live is that there is a TikTok affiliate program that allows collaboration between sellers and users on TikTok to promote their products during live steaming and with the presence of the latest feature, namely TikTok Shop which is directly connected to the ongoing Live TikTok, audiences

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who intend to buy products promoted on live streaming can directly buy these products directly and do not need to move / switch to another application to make purchases.

TikTok affiliate is one of the programs that supports sales promotion in TikTok shop by providing information on products that are promoted by collaborating between sellers in the TikTok shop and users who participate in the affiliate program. As a new program, TikTok affiliates want to introduce and promote TikTok Shop further as social media and e-commerce in one application.

This approach makes sales promotions both in content and during TikTok Live sessions created or carried out by users who participate in the TikTok affiliate program to introduce and increase purchase intent through TikTok Shop. Through sales promotion via TikTok affiliates, viewers can get to know the products and features, and get the necessary information so as to increase their purchase intention for the product because the sales promotion tools in the TikTok shop provide various benefits with a variety of sales promotion tools that provide additional benefits for buyers such as coupons and price reductions if you buy at TikTok shops that are promoted via TikTok affiliates by users/creators who have collaborated.

Purchase intention is the tendency to buy a particular brand and can also be interpreted as the intention to buy a product or take other actions related to the purchase, Pelsmacker et al (2017: 156).

TikTok, which is now increasingly popular as a social media that accompanies people every day, has a variety of interesting and innovative features. One of them is TikTok shop which is also experiencing an increasing trend. Even so, TikTok Shop is actively promoting using a variety of promotional methods that increase purchase intentions, such as launching the TikTok affiliate program which allows collaboration between sellers in TikTok shops and users on TikTok, both using the live streaming feature and using video content. This phenomenon makes research based on sales promotion on purchase intention. With TikTok media, namely the TikTok affiliate program and the TikTok Shop feature. The study wants to examine whether there is a significant influence and how much influence the sales promotion carried out by TikTok via the TikTok affiliate program has on the intention to buy products through the TikTok Shop for the audience.



LITERATURE REVIEW

Sales Promotion

Sales promotion is a communication action to generate extra sales either from existing customers who buy more products or attract new customers based on incentives or temporary agreements. Pelsmacker et al (2017: 360) Sales promotions can also be direct inducements that offer extra value or incentives for products to salespeople, distributors and end consumers with the aim of creating an immediate sale. According to Belch (2018: 535). sales promotion has several important aspects :

1. Sales promotions involve inducements that offer extra incentives to buy which can be a key element in a promotion. It is hoped that the incentive provided will result in future purchases.
2. Sales promotion seeks to add value to product services, in contrast to advertising which appeals to the mind and emotions to give consumers a reason to buy.
3. Sales promotions can also provide inducements to marketing intermediaries such as wholesalers and retailers.
4. Sales promotions by providing extra incentives can motivate consumers to make larger purchases.
5. Sales promotions seek to maximize sales volume by motivating customers who have not responded to advertisements.

Sales promotion can be divided into two categories, namely consumer-oriented sales promotion and trade-oriented sales promotion. Consumer-oriented sales promotion involves several activities such as sweepstakes, contests, discounts and marketing events. Consumer-oriented sales promotion is part of a pull strategy to encourage consumers to buy and thus create demand. Belch (2018: 535)

One of the factors that is the reason for increasing sales promotion is the shift from advertising in the media to consumer-oriented and trade-oriented sales promotion which is characterized by, among others, the growth of retailer power, marketers who focus on the short term, the decline of brand loyalty and the growth of social and digital media. Belch (2018: 537)

Based on the selected target group, sales promotion can be divided into manufacturers (manufacturers) and retailers (retailers). Sales promotion can be addressed to three types of audiences, namely distributors, salespeople and end users (customers). Pelsmacker et al (2017: 363) In general, retailers only promote to end consumers while manufacturers can target all three types of audiences, namely distributors, salespeople and end users. Pelsmacker et al (2017: 363) Which in turn can produce four types of promotion:

- Consumer promotion by manufacturers
- Consumer promotion by retailers

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- Trade promotion by manufacturers (aimed at distributors)
- Promotion of sales force (sales) by producers

Consumer-oriented sales promotions are generally to encourage purchases, but there are also marketers who have other goals, for example, newcomer brands aim to encourage trial purchases while established brands are more about encouraging repeat purchases and retaining their customers. Belch (2018: 546)

There are many sales promotion tools to achieve set marketing objectives. examples of consumer-oriented sales promotion tools include:

1. Premiums

In the context of sales promotion, premiums are items that are offered either for free or at a reduced price as a reward for purchase. Premiums have two types, namely the free premium and the self-liquidating premium. belch (2018: 555)

2. Coupons

Coupons are vouchers that consumers can use to get discounts on certain products. Coupons can be inserted in print advertisements, direct mail or newspapers and/or magazines. Coupons can also be offered online on mobile phones, in packaging, in or given after a previous purchase. Pelsmacker et al (2017: 367)

3. Price reduction

Price reductions are discounts offered directly through specially marked price packages. In general, price reductions range from 10 to 25 percent of the regular price, with the reduction coming from the manufacturer's profit margin, not the retailer/retailer. belch (2018: 560)



Purchase Intention

Purchase intention is the tendency to buy a particular brand and can also be interpreted as the intention to buy a product or take other actions related to the purchase, Pelsmacker et al (2017: 156). In general, purchase intentions are based on purchasing motives with the attributes or characteristics of the brand under consideration, the formation of these attributes involves many sub-processes, namely motivation, perception, attitude formation and integration, Belch (2018: 127).

In purchase intention, perception is the process by which an individual receives, selects, organizes, and interprets information depending on internal factors such as one's beliefs, experiences, needs, moods, and expectations. Belch (2018: 120). While motivation is the willingness to engage in behavior, make decisions, pay attention, and process information, motivation is largely influenced by consumer needs and goals. Pelsmacker et al (2017: 85)

Factors interfering with purchase intention , If consumers form a brand evaluation, there are two general factors that can intervene in purchase intentions and purchase decisions. The first factor is the attitude of others, the influence of other people's attitudes on us depends on two things, namely the intensity of other people's negative attitudes towards alternative choices and the motivation to comply with other people's wishes, the more intense the negativism of others and the closer the person is to us, the more we will adjust our purchase intentions. Kotler and Keller (2016: 199)

Purchase intentions also often do not result in actual purchases due to situational factors such as out of stock products, competitors who are promoting with eye-catching displays. In addition to changing purchase intentions, the environment also has a significant effect on consumer behavior, many unplanned purchases can be attributed to the fact that they are influenced by the environment, consumers are only aware of their needs when they shop. Pelsmacker et al (2017: 377)



RESEARCH METHODS

In this research, the object of research is TikTok shop. Meanwhile, the subjects in this study are undergraduate students in the DKI Jakarta province who have used the TikTok shop feature in the TikTok application. This research uses a quantitative approach. Namely research based on the philosophy of positivism and used to examine a particular population or sample. Sugiyono (2018: 14). Research design is the plan and structure of an investigation designed in such a way as to obtain answers to research questions.

In this research, there are dependent variables and independent variables. The dependent variable in this research is Sales Promotion (X) and the independent variable in this study is Purchase Intention (Y).

The data collection technique in this research was carried out using a communication approach, by using a questionnaire. The questionnaire in this research was addressed to undergraduate students in DKI Jakarta Province who use the TikTok application and have used the TikTok shop feature in it. In this questionnaire the researcher used a questionnaire with closed questions and was arranged using a Likert scale, all respondents were given the same questions on each questionnaire.

The sampling technique used by researchers to sample this research is non-probability sampling. This technique is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample. In analyzing the data in this research with sales promotion (variable X) and purchase intention (variable Y) there are several techniques that can be used, such as:

1. Validity test

Used to measure whether a questionnaire is valid, a questionnaire is declared valid if the question is able to reveal something that will be measured by the questionnaire. Ghazali (2016: 52)

2. Reliability test

Reliability is a tool for measuring a questionnaire which is an indicator of a variable, a questionnaire can be said to be reliable if someone's answer to a question is consistent over time. Ghazali (2016: 47)

3. Descriptive statistical analysis test

Descriptive analysis is a test that provides an overview of data seen from the average value (mean), standard deviation, variance, maximum, minimum, sum, range, quartosis and skewness (skewness of distribution). Ghazali (2016: 19)



4.Hypothesis Test

a.Partial Test (T test)

The T statistical test shows how far the influence of one independent variable individually is in explaining the variation in the dependent variable, the null hypothesis (Ho) to be tested is whether a parameter (bi) is equal to zero. Ghozali (2016: 97).

b. F test aims to find whether the independent variables together (stimultan) affect the dependent variable. The F test is conducted to see the effect of all independent variables together on the dependent variable.

RESULTS AND DISCUSSION

The results of the analysis of this study indicate that sales promotion has an influence on purchase intention, this illustrates that sales promotion conducted via TikTok affiliates using various promotional tools such as coupons and price reductions will affect purchase intention among undergraduate students in DKI Jakarta Province.

These results are in accordance with the research of Wahyu Sukmaning Arum (2019: 398) Sales promotion has a significant positive effect on Sales Promotion of tony moly delight tint products, this is because the impact and benefits of sales promotion programs can be felt directly by consumers.

Sales promotion via TikTok affiliate is a communication action from TikTok shop to generate extra sales from both new customers and old customers who have previously purchased, using sales promotion tools as an inducement to create immediate sales. Because by getting additional incentives such as price reductions, coupons are proven to influence purchase intention.

CONCLUSIONS

This study aims to determine and get an overview of the magnitude of the influence and significance of sales promotion via TikTok affiliates on purchase intention at TikTok shop among undergraduate students in DKI Jakarta Province, based on the results of data collection that has been obtained either by using a questionnaire which has been discussed in the results of research and discussion, the authors can draw conclusions:

Based on the results of the coefficient of determination test, the result is 0.727, so it can be concluded that the amount of influence of Sales Promotion as the dependent variable on purchase intention as the independent variable is 72.2%. And based on the t test obtained t count 17.00 with sig 0.01 <0.05 which means that the sales promotion variable has an effect on purchase intention. So it can be concluded that there is a significance of sales promotion via TikTok affiliates on purchase intention at TikTok shop among undergraduate students in DKI Jakarta province.



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Jakarta, 1 / 09 / 2023

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