JOURNAL OF CONSUMER SCIENCES

CONSUMER BEHAVIOUR | RESEARCH ARTICLE

The Effect of Social Media Marketing TikTok and Product Quality Towards Purchase Intention

Tiara Meliawati[1*], Sweety Celendine Gerald[2], Akhmad Edhy Aruman[3]

Abstract: Social media has changed how companies and brands communicate with customers. To compete companies run social media marketing to obtain a competitive advantage. As a small and medium-sized company, Bittersweet by Najla utilizes social media marketing with TikTok and product quality to increase buying intention. This study aimed to determine the effect of social media marketing and product quality on purchase intention. The method used quantitative with a non-probability sampling technique, and questionnaires collected the data from 207 respondents. The analysis was carried out using the SEM-LISREL. The study results, first, social media marketing affects buying intention; second, product quality affects buying stake; and third, social media marketing and product quality are correlated with purchase intention. An indicator with the most significant value in social media marketing variables is TikTok, a brand that provides information search and services tailored to customer needs. In the product quality variable, one indicator has the most significant coefficient correlation value, namely the product's appearance. Therefore, Bittersweet by Najla continues to use TikTok as a social media platform for its marketing techniques and improve the quality of its products.

Keywords: product quality, purchase intention, structural equation modeling, social media marketing, TikTok

JEL Classification: D23, D24, D83, E23, E31

ABOUT THE AUTHORS

Tiara Meliawati has completed her master's degree at LSPR Communication & Business Institute in marketing communication. She had previously published journal articles on the theme of public relations. Currently working as an entrepreneur, own a clothing line called Girlbozz. She can be reached via tiarajuiz@gmail.com.

Sweety Celendine Gerald graduated from LSPR Communication & Business Institute. She completed her master's degree in marketing communication major, and her bachelor's degree in public relations major. She had previously published journal articles on the theme of public relations. She can be reached via s.celendine@gmail.com.

Akhmad Edhy Aruman graduated from IPB with a Doctorate program majoring in Communication Development. He is a practitioner, and lecturer at The London School of Public Relations, Jakarta. He is an expert in journalism and marketing communication.

Publications that have been created related to development communication, branding, sales promotion, and media relations.

Tiara Meliawati

PUBLIC INTEREST STATEMENT

One of the challenges the company faces is maintaining and creating customer buying interest by providing quality products and how to market products to a wider market through social media. Through this research, it was found that using social media marketing through Tiktok influences purchase intention. On the other hand, product quality also significantly influences one's purchase intention. Both correlate to contribute well to a person's buying interest in a product.

The study results in show Tiktok's social media marketing and purchase intention complexity. The conclusions in this study support the previous studies. This shows that it is consistent with a unique phenomenon in Indonesia, namely the use of Tiktok as a marketing communication medium. The authors investigate the role of social media Tiktok and product quality which will provide meaningful guidance for the Indonesian culinary market.

1. Introduction

Social media has changed the way companies and brands communicate with their customers. Companies and brands must learn to use social media consistently with their business plans (Mangold & Faulds, 2009). The company runs social media marketing to gain a competitive advantage. Social media marketing is digital activities such as YouTube, Instagram, and Facebook. Experts describe social media as a tool for two-way communication with consumers (Appel et al., 2020). However, social media marketing is not limited to communication but includes several activities such as entertainment, interaction, word-of-mouth, and customization (Kim & Ko, 2012).

TikTok is an application that is now widely used as a marketing tool because it provides unique and interesting effects; this is because TikTok has precise targeting to reach the right users (Balkhi, 2019). Although, for example, content creators often feature among other social media applications, in 2020, TikTok was the most downloaded and used by Indonesian. TikTok users spend an average of 13.8 hours per month (Hootsuite & We Are Social, 2021). Most of TikTok's users are millennials and gen Z. According to Omnicore data (2021), 50% of TikTok's global users are under 34 years old, of whom 26% are 18 to 24 years old, other data, 90% of TikTok users visit the application more than once in a day. One brand that promotes social media marketing through TikTok is Bittersweet by Najla, which offers dessert boxes.

Bittersweet started using TikTok in early January 2020 with the account ID bittersweet by Najla. The account actively uploads videos with content ranging from employee introductions, kitchen conditions, Bittersweet by Najla outlets and products, and other promotional offers. The Bittersweet by Najla TikTok account has 1.8 million followers and 55.8 million likes (May 19, 2021). Judging from the video uploaded to Tiktok, Bittersweet by Najla displays the product in a transparent mica cake box so that the cake layers can be seen. The packaging also displays the Bittersweet by Najla logo and quotes. In addition, Tiktok also displays an explanation that the product can last 3 to 4 days if stored in the refrigerator.

Information about this product shapes perceptions of quality (Andaleeb & Hasan, 2016; Schifmann & Wisenblit, 2019). The appearance of product features such as packaging influences intrinsic personal relevance through the means-end chain that underlies the purchasing decision of a product (Peter & Olson, 2010). Quality is defined as suitability for use or the ability of a product to serve consumer needs (Kahn et al., 2002), and product quality is an indicator of the superiority of a product (Yu et al., 2022). This indicator provides an accurate description of the comparison between a product and other products (Monroe & Krishman, 1985). Although it is agreed that many factors influence product quality (Curry & Faulds, 1986), in measurement, there is no agreement between using a single dimension (overall quality) or several dimensions (Hjorth-Andersen, 1984).

According to Garvin (1987), product quality has eight dimensions; a performance which describes the important functions of the product, features, or secondary aspects of performance that add extra functionality to the essential functions of the product; reliability shows the product's ability or service to fulfill customer expectations. Another dimension is conformance to specifications which gives an overview of the suitability of a product with its specifications, and durability shows the amount or duration of use that customers can get from the product before it deteriorates. Product quality can also be seen from aesthetics which refers to the physical appearance of a product, serviceability or the ease when consumers can repair damaged products, perceived quality, or all aspects that customers feel about the product. In addition to the quality factor, brand managers conduct marketing activities on social networks to encourage purchases because marketing through social networks influences consumer product preferences and purchase intentions (Ahmed & Zahid, 2014). Therefore, companies use social media marketing to communicate with consumers by conveying the desired message (Hayes, 2021).

Social media marketing has five dimensions (Kim & Ko, 2012): interaction, entertainment, trendiness, customization, and word-of-mouth. Interaction means

that users communicate with other users, entertainment means entertaining through interesting content, and trendy means that social media provides new and trendy information to consumers. Another dimension of social media marketing is customization, which refers to social media capabilities that allow customers for the information they need. In addition, social media marketing allows word-of-mouth to occur.

Based on the description above, there is a new phenomenon related to social media marketing activities through TikTok by Bittersweet by Najla, namely whether social media marketing and product quality affect purchase intention. Therefore, this study aims to examine the effect of social media marketing and product quality on the buying interest of these small and medium enterprises. According to Satria's study (2017), product quality influences purchases. In addition, social media marketing activities can trigger consumer buying interest (Aji et al., 2020).

Purchase intention refers to the possibility of consumers purchasing a product or service shortly (Ajzen & Fishbein, 1980) and is related to product quality and information (Maulida et al., 2019). According to Lavidge and Steiner (1961), there are three stages in the buying process. First is cognition which includes awareness and knowledge. Second, affection which consists of liking and preference. Lastly, actions consist of changes in behavior (behavior change).

Judging from previous research with the same theme, in general, previous researchers only used analytical techniques using SPSS. However, this study used SEM (Structural Equation Model) and SPSS data analysis techniques. One of the differences between SEM-Lisrel and other multivariate techniques, SEM-Lisrel requires more than just statistical tools based on ordinary regression and analysis of variance. SEM allows the creation of models using several endogenous variables (Efferin et al., 2008) and can test the model as a whole, not just the model coefficients individually (Widodo, 2006). In this study, researchers also looked at the phenomenon of the social media platform TikTok, which is currently widely used, is done so that this research can see the results of the possibility of a series of simultaneous relationships.

2.   Literature Review

2.1   Social Media Marketing

Social media marketing is about making real connections with target markets online so that potential consumers understand, like, and trust enough to know how a brand can solve consumer problems (Agbaimoni & Bullock, 2013). Meanwhile, according to Yadav and Rahman (2017), Social Media Marketing is a process by which businesses create, communicate and deliver online marketing offerings through social media to keep stakeholder relations that can escalate stakeholder value by providing interaction, sharing information, and offering personalized buy recommendations. According to Gunelius (in Mileva & Fauzi, 2018), social media marketing is direct or indirect marketing that uses resources from the social web, like blogging, microblogging, social networking, and content sharing, to increase brand or product awareness, recognition, memory, and action.

According to previous research, social media sites greatly influence consumer responses to a brand or product, increase consumer awareness, create brand images, and influence consumer buying intention (Sehar, Ashraf, & Azam, 2019). The research by Mumtaz and Saino (2021) also supports that the development of TikTok has indirectly become a strategic place for marketers to reach consumers and interact directly. TikTok, as a promotional medium, has a significant positive effect on interest in buying products.

Social media, namely Instagram, is now very much in demand by Indonesian people, especially millennials. In social media marketing activities, using Instagram as a medium is the right choice. In this study, there are several aspects in it, namely Entertainment, Customization, Trendline, Interaction, and Word of Mouth. Aspects that have a positive and significant effect on purchase intention are the Customization

and Trandliness aspects. In contrast, the Entertainment, Interaction, and Word of Mouth aspects affect purchase intention but not significantly (Tungka, Lionardo & Iskandar, 2020). In their research, Sanny, Arina, Maulidya, and Pertiwi (2020) discussed the influence of social media marketing on brand image and brand trust in buying Interest in Indonesian Men's Skin Care. The results obtained show that social media marketing has a significant effect on brand image and brand trust. In addition, brand trust and brand image have a significant effect on buying intention.

2.2 Product Quality

Yan, Sengupta, and Wyer (in Suryati, 2019) explain that product quality is the product performance consumers want in terms of packaging size, quality shown, and excellent design based on consumer perceptions. Meanwhile, according to Sanjiwani and Suasana (2019), product quality is the characteristics used by a product to place the product in a certain class according to price and product specifications. In addition, product quality also means the characteristics of a product or service that depend on its ability to meet customer needs to be stated or contained therein (Kotler & Armstrong, 2020). Finally, product quality is an attribute that exists in a product, such as its shape and packaging, that serves to be an attraction; it can also convince customers to buy the product.

Andaleeb and Hasan (2016) mentioned that the packaging affects customer perceptions of product quality; well-designed packaging with strong visuals and labels will most likely give customers perceptions of quality. This result is supported by previous studies, which state that Indonesia's growing food supply industry has resulted in increasingly fierce competition in seizing the consumer market. Therefore, a company must continue to strive to maintain its existence by providing good quality products and having attractive advertisements supported by discounted prices to hold fast to consumers in the market. Product quality, advertising attractiveness, and price discounts influence consumer purchasing decisions (Sundalangi, Mandey & Jorie, 2014).

In previous research, Savitri and Anggela (2020) stated that E-Promotion activities carried out by companies for the products sold need to go hand in hand with the quality of the products sold. Because there are many competing companies, companies are expected to be able to create high-quality and quality products. Product quality and E-Promotion must be carried out to maintain the behavior of consumers' buying interest in the products offered by the company. This finding is also in line with Sudirjo (2018) that the number of new brands that have emerged has increased competition in the bottled water business, and there has been a yearly decline in sales. This fact is allegedly due to factors such as product quality that cannot compete with similar brands and the need for broadcast advertisements. This research aims to ascertain how product quality and advertising affect consumers' buying intentions. The findings demonstrate how product quality and advertising influence consumer purchasing interest.

2.3 Purchase Intention

Kim and Ko (2012) explained that purchase intention combines consumer interest and the possibility of buying a product. Choedon and Lee (2020) also said that purchase intention could be interpreted as the possibility and desire of consumers to buy recommended products after using social media. Furthermore, according to Jain and Yadav (2018), buying interest is a person's intention to buy a particular product.

In research conducted by Fannani and Najib (2020), it is explained that social media has a significant and positive effect on consumers' attention, interest, and search factors. Significantly and positively, the attention factor influences consumer organic food literacy, and the factor that most influences consumer purchase intention is the share factor. The influence given by the testimonials of influencers, friends, and relatives is considered the most effective in attracting other consumers' buying interest. It is also supported that social media has changed how businesses and consumers communicate by triggering a shift in power from business to consumers.

JOURNAL OF
CONSUMER SCIENCES

Attitudes toward social media advertising positively affect millennial buying interest, and peer communication also significantly influences millennial buying (Pandey, Sahu, & Dash, 2018). Efendïoğlu (2019), in his research, also obtained results whereby social media is used as a conspicuous consumption channel that influences purchase intention and has a positive impact. In addition, it was found that social media marketing significantly influences purchase intention and brand loyalty (Laksamana, 2018).

3.   Conceptual Framework

Based on the empirical studies reviewed above and from the outcome of previous research, social media marketing and product quality affect customer buying interest. The conceptual framework is shown below.
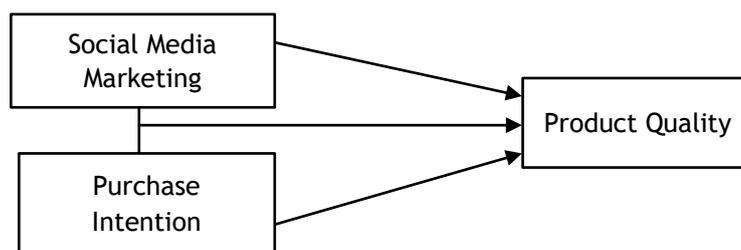

Figure 1. Conceptual framework

H1: There is an effect between social media marketing through TikTok on buying interest Bittersweet by Najla

H2: There is an effect between product quality and interest in buying Bittersweet By Najla

H3: There is an effect between social media marketing through TikTok and product quality on buying interest Bittersweet by Najla

4.   Methodology

4.1   Participants

The methodology used in this research is quantitative. According to Ardianto (2016), a quantitative approach is a research approach that uses numbers to find information about what you want to know. On the other hand, the paradigm used in this study is positivistic. The research method used in this study is a survey method which uses a questionnaire as a data collection tool that aims to get information about several respondents who are believed to represent a particular population (Kriyantono, 2014).

The type of survey used in this study is an explanatory survey; an explanatory survey aims to find out why certain situations occur or what influences the occurrence of something, starting with making a hypothesis as an initial estimate to explain the relationship or influence between the variables studied. The explanatory survey in this study is associative because it aims to describe the correlation between two variables (Kriyantono, 2014). In this study, researchers took the population as the users of the TikTok application who know about promotional activities through the Bittersweet by Najla TikTok account. Therefore, the population in this study is Bittersweet by Najla TikTok Followers, namely 1,800,000 followers as of May 2021 on the Bittersweet by Najla TikTok account.

In this study, researchers used non-probability sampling. Purposive sampling is a method of specifying respondents to be sampled based on certain criteria and characteristics (Siregar, 2017). The sampling criteria in this research were respondents with an age range of 15-35 years, domiciled in Jabodetabek (Jakarta,

Bogor, Depok, Tangerang, Bekasi), and knew promotions carried out through the Bittersweet by Najla TikTok account.

Efendĭoğlu (2019), in his research, also obtained results whereby social media is used as a conspicuous consumption channel that influences purchase intention and has a positive impact. In addition, it was found that social media marketing significantly influences purchase intention and brand loyalty (Laksamana, 2018).

Hair et al. obtain an appropriate sample size for the maximum likelihood estimation technique between 100-200 samples and recommend that the minimum sample size is 5-10 times the number of parameters estimated (Nurhayani, 2017). In this study, the number of samples obtained was 207 respondents. These results are taken from 9 times the number of parameters estimated. Researchers conducted an online survey from July 7 to July 22, 2021. To adjust to the current pandemic situation, online surveys can make it easier for respondents to use and access with any device. The survey was closed after receiving responses from 207 respondents. This research used social media, such as Instagram, WhatsApp, and Line, to reach respondents to facilitate online survey distribution.

4.2 Measurement

The data collection technique used a questionnaire. The variables to be tested in this study are two independent variables: social media marketing, with five dimensions, and product quality, with seven dimensions. In the dependent variable, there is purchase intention with three dimensions.

Social media marketing uses several indicators, namely interaction (social media provides a place for users to easily communicate ideas and information with other users on social media); entertainment (social media platforms are used to entertain customers by providing engaging and fun content); trendiness (social media provides consumers with all the latest and most trendy information about a brand); customization (social media provides customized information search and services tailored to customer needs); and word of mouth (consumer interaction with online word of mouth about certain brands can occur because of social media). It involves online interaction with fellow consumers through consumer posts (Kim & Ko, 2012).

Product quality has performance, a key characteristic or feature of a product, as the main benefit or effectiveness consumers purchase. This attribute is usually the first thing consumers consider when purchasing a product, namely features (additional that contain the basic benefits of the product. Features may be optional for consumers. Features are often added when the main benefits are up to par. Features that our competitors do not have can improve the quality of our products); Reliability (the chance for a product to be free from failure to function properly as a product); Conformance to specifications (confirmation is the suitability of the performance of a product with the standards stated in a product, this is a kind of commitment that a product must fulfill); durability (show the age of a product, namely the time the product is used before the product is replaced or damaged. Products considered quality are products with a long shelf life); aesthetics (the beauty of the appearance of a product can make consumers like the product, this is often done in the form of product or packaging design so that the product looks beautiful in the eyes of consumers; perceived quality (This concerns the consumer's appearance of the image, brand, and advertising. Products with well-known brands are usually considered of higher quality than those rarely heard of) (Sundalangi, Mandey, & Jorie, 2014).

On purchase intentions, there is awareness (the communicator's job is to increase awareness if the target audience is not aware of the existence of the product); knowledge (some target audiences may be aware of the brand but do not have sufficient knowledge of the product, so the communicator must be able to convey information about the product well); liking (the stage where consumers begin to feel

JOURNAL OF
CONSUMER SCIENCES

interested and like the advertised product after having sufficient awareness and information about a particular product); preference (the target consumer may like the advertised product but not prefer it over other similar products. Therefore, marketers should try to build consumer preference by comparing quality, value, performance, and other features with competitors); conviction (the marketer's job is to build confidence and intention to buy the advertised product because target consumers may prefer the product but are unsure about buying it) (Lavidge & Stainer, 1961).

Data analysis applied multivariate analysis. According to Santoso (2006), multivariate analysis is an analysis due to using more than two variables. The measurement scale used a five-point Likert scale from one as strongly disagree and five as strongly agree. The Likert scale can measure a person's attitude and perception of a particular object or phenomenon. Using a Likert scale, the variables to be measured are translated from variables into dimensions (Siregar, 2017). In the instrument test, namely the reliability test, some criteria determine whether a variable can be said to be reliable, that is, if the value of the reliability coefficient (r11) is > 0.6.

4.3   Analysis

This study collected primary data from questionnaires using Google Forms. The data obtained contains the characteristics of the respondents, namely gender, age, occupation, place of residence, income, and knowledge about the marketing activities carried out by Bittersweet by Najla through the social media TikTok. In addition, responses were obtained from questions regarding social media marketing relationships, product quality, and asking to buy.

The data were analyzed using SEM (Structural Equation Model) to analyze the effect of social media marketing through TikTok and product quality on purchase intentions Bittersweet by Najla. *Structural Equation Modeling* (SEM) is a similar method to regression modeling but is more advanced. SEM makes it possible to show latent constructs that appear in phenomena which are several latent factors due to the subjectivity of respondents. In this study, researchers used the LISREL application to process SEM analysis research data. The SEM model has two types of models, namely measurement and structural models, so the analytical tools used are also related to the purposes of analysis of the two types of models (Santoso, 2015).

5.   Findings

5.1   Characteristics of Respondent

Based on the results, there are 146 female respondents (70.5%). In contrast, respondents with the male gender found as many as 61 respondents (29.5%). In addition, it was found that the respondents aged 15-19 years were 23 people (11.1%), 20-24 years were 150 people (72.5%), 25-30 years were 27 people (13%), and the rest aged more than 30 years as many as seven people (3.4%).

Furthermore, respondents consist of the student (48.8%), employees (37.2%), entrepreneurs (10.1%), and housewives (3.9%). It was also found that respondents live in Jakarta (69%), Bogor (3.4%), Depok (9.7%), Tangerang (5.8%), and the rest Bekasi (11.6%). In addition, there are respondents with an income of IDR 1,500,000 - IDR 2,500,000 (40.1%), IDR 3,000,000 - IDR 4,500,000 (28%), IDR 5,000,000 – IDR 6,500,000 (18.4%), more than IDR 7,000,000 (9.2%), and more than IDR 10,000,000 (4.3%).

This study found that respondents were female, aged 20-24 years, students, domiciled in Jakarta, and with IDR 1,000,000 of income. Therefore, IDR 2,500,000 dominated this survey. All respondents (100%) know and have watched videos on the TikTok Bittersweet by Najla account.

JOURNAL OF
CONSUMER SCIENCES

5.2 Hypothesis Test

Based on the data analysis, social media marketing affects buying interest. This finding is indicated by the t-value of 19.187, which is higher than the t-table value (1.971661), so it can be concluded that H1 is accepted. Thus, it can be stated that social media marketing influences purchase intention.

Table 1. The effect of social media marketing on purchase intentions

Variable	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.
	ß	Std. Error	ß		
Constant	3.765	0.912		4.128	0.000
Social Media Marketing	0.598	0.031	0.801	19.187	0.000

The data below shows that there is an influence on product quality on purchasing interest. This is indicated by the calculated t-value of 25.018, which is higher than the t-table value (1.971661), so it can be concluded that H2 is accepted. Thus, it can be stated that product quality influences purchase intention.

Table 2. Influence of product quality on buying interest

Variables	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.
	ß	Std. Error	ß		
Constant	1.153	.804		1.434	.153
Product Quality	.466	.019	.868	25.018	.000

5.3 Validity and Reliability Test

From the data that has been processed, it can be seen that all statement items in the questionnaire for Social Media marketing variables through TikTok, Product Quality, and Purchase Interest can be stated to be valid because the factor loading values all have a good match (>0.50). All the t-value is higher than the t-table, which is 1.96 at the 5% significance level.

The results of the calculation data from construct reliability and variance extracted show that Social media marketing through Tiktok gets a construct reliability value of 0.85 and a variance extracted value of 0.5, product quality gets a construct reliability value of 0.94 and a variance extracted value of 0.6. Purchase intention got a construct reliability value of 0.88 and a variance extracted value of 0.59.

For all latent variables, each indicator has a t-count-value above the required one, which means that the indicators for all variables are valid, so there is no need to discard indicators. From the overall reliability calculation, the reliability of the measurement model for all variables is good because the CR value is above 0.70, and the VE value is ≥ 0.5.

5.4 Goodness of Fit

The coefficient of determination (R2) measures how well the regression line fits the actual (Goodness of Fit). This coefficient of determination measures the percentage of the total variation of the dependent variable; from the calculations carried out, the coefficient of determination obtained from the picture above shows that the dependent variable of purchase intention is 0.95, meaning that the independent variable Social media marketing can describe 95% of the variety through TikTok and product quality. In contrast, the remaining 0.05 or 5% is described by other variables outside the variables used in the study. Therefore, social media marketing through TikTok is indicated to have a positive and significant relationship to purchase intention with a coefficient-value of 0.32, which is positive. Likewise, product quality is

indicated to have a positive and significant relationship to purchase intention with a coefficient value of 0.70, which is positive.

In social media marketing via TikTok, there is one indicator that has the greatest value, namely TikTok, a brand providing information search and services tailored to customer needs of 0.80, while the smallest value is in the TikTok indicator as a means of interacting with each other, providing suggestions about products and services of 0.51.

In product quality, one indicator has the greatest value, namely product appearance of 0.84; besides that, there is an indicator with the least value, namely product characteristics of 0.67. In buying interest, one indicator has the largest value, the desired indicator of 0.85. In contrast, the indicator with the smallest value, the consumer liking product indicator, has a value of 0.69.
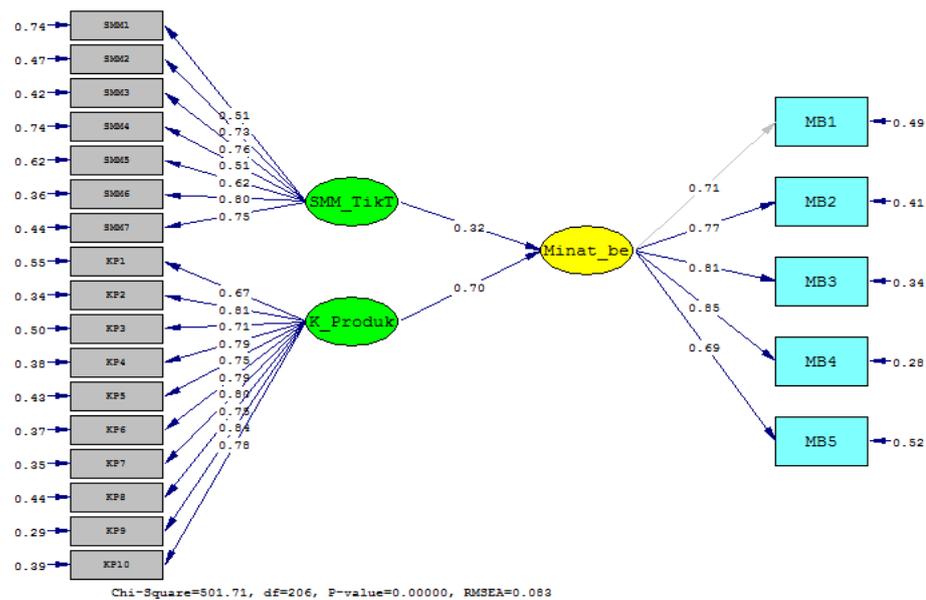

Figure 2. Structural model (standardized solutions)

5.5 The Impact of Social Media Marketing Through TikTok and Product Quality Towards Purchase Intentions

The structural model fit test results In the results of testing the third hypothesis (H3), the results of the analysis accepted H3, namely that there was an effect between social media marketing and product quality on purchasing Interest Bittersweet By Najla, this was stated because the two variables had a value that was more than the t-value size limit. On social media marketing on purchase intention with a t-value of 4.54 > 1.96, as well as product quality on purchase intention with a t-value of 8.12 > 1.96. The size limit for the t-value used is a minimum value of 1.96 (Wijanto, 2008). From these data, it was found that of the two variables, namely social media marketing and product quality, the product quality variable had the greatest correlation with purchase intention. In product quality, there is an indicator with the highest value, namely the perception of the product, which is 13.34. Meanwhile, social media marketing, which has the highest score, provides information search and services tailored to customer needs with a value of 14.87.

Figure 3 shows that almost all tests showed a good fit, including Chi-Square (501.71; 501.71/206 <3), RMSEA (0.083; 0.083 <0.08), AIC Model 595.71 and CAIC (CAIC Model 799.34), Fit Index (NFI=0.96 > 0.90; CFI=0.98 > 0.90; NNFI=0.97 >0.90; IFI=0.98 >0.90; RFI=0.96 >0.90; PNFI=0.86 >0.6) and Goodness of Fit (RMR=0.054 <0.05; GFI=0.82 >0.80; AGFI= 0.78 >0.90; PGFI=0.67 >0.6). There is a result in the form of marginal fit on critical N. From the outcome of the analysis, it can be summed up that the model's overall fit meets the requirements (goodness of fit). Based on the results of the

previous structural model fit test, the two research hypotheses have been shown to have a significant relationship at the 95% confidence level with a t-value > 1.96. In conclusion, social media marketing (X1) and product quality (X2) affect buying Interest (Y).
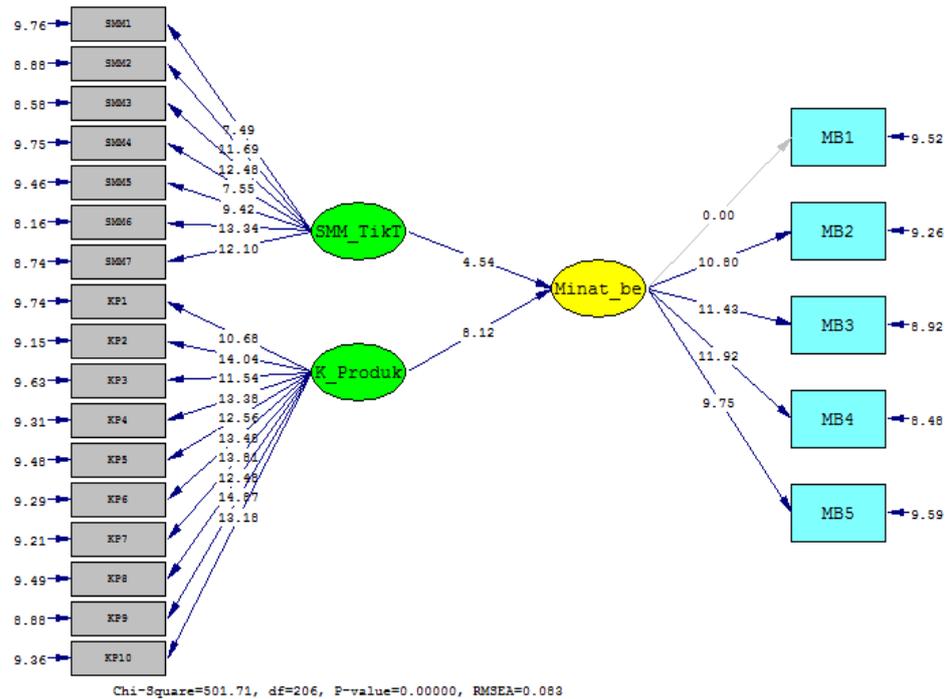

Figure 3. Structural model (t-values)

6. Discussion

The research analysis shows that social media marketing and product quality affect buying Interest in Bittersweet by Najla. The first hypothesis found that social media marketing through TikTok positively correlates with the intention to buy Bittersweet by Najla. These results support previous research that shows social media marketing positively affects buying intention (Aji, Nadhila, & Sanny, 2020; Othysalonika, Muhaimin, & Faizal, 2022; Pandey, Sahu, & Dash, 2018; Sanjaya, 2020). Therefore, social media marketing must be done to increase interest in buying the products offered. According to Keller (2013), social media has an important role in brand communication because of its increasing growth. In addition, Yadav and Rahman (2017) mentioned that social media marketing is a procedure businesses use to develop, share, and deliver online marketing offers using social media by fostering engagement, exchanging knowledge, and making customized purchasing suggestions; it can raise shareholder value.

In this study, it was also found that the most contributing to increasing buying interest in social media marketing are the customization dimension on the indicator providing information search and services tailored to customer needs and with statements on the questionnaire, namely TikTok Bittersweet by Najla provides the information needed and easily obtains the information needed thanks to the instructions on TikTok Bittersweet by Najla. This result means that when social media marketing through TikTok shifts, it will cause a significant change in interest in buying Bittersweet by Najla.

In the second hypothesis, it was found that product quality has a positive relationship to interest in buying Bittersweet by Najla. These results support previous research conducted that product quality affects buying Interest (Erida & Rangkuti, 2017; Irawan, 2020; Sundalangi, Mandey, & Jorie, 2014; Satria, 2017; Satria & Sidharta, 2017). The study results indicate that product quality must be considered to increase customer buying interest in the products offered. Because according to what was

explained by Kotler and Armstrong (2020), product quality means the characteristics of a product or service that depend on its ability to meet the customer needs to be stated or contained therein. This study also found that the results that contributed the most to increasing purchase interest in product quality were the aesthetic dimensions of product appearance indicators with statements on the questionnaire, namely Bittersweet by Najla has a unique product appearance and Bittersweet by Najla has an attractive product appearance. As Andaleeb and Hasan (2016) explained, because customer perceptions of product quality can be affected by its packaging, well-designed packaging with strong visuals and labels will most likely give customers perceptions of quality. This result means that when product quality switches, it will cause a significant change in buying Interest in Bittersweet By Najla.

The third hypothesis found that social media marketing through TikTok and product quality positively influence buying Interest in Bittersweet By Najla with a coefficient of determination of 0.95 or 95%. This study shows that social media marketing and product quality are strong factors that can influence consumer buying interest. However, in this study, social media marketing and product quality have different influences on purchase intention, whereas product quality has a greater value than social media marketing. Social media marketing through TikTok has a positive and significant relationship to purchase intention, and product quality has a positive and solid relationship to purchase intention. Where the outcome of this study is also supported by previous research discussing social media marketing that has a positive effect on buying Interest (Aji, Nadhila, & Sanny, 2020; Pandey, Sahu, & Dash, 2018; Sanjaya, 2020; Othysalonika, Muhaimin, & Faizal, 2022), as well as research on product quality that influences purchase intention (Erida & Rangkuti, 2017; Irawan, 2020; Satria, 2017; Satria & Sidhartha, 2017; Sundalangi, Mandey, & Jorie, 2014).

The research shows that the quality of the products displayed in social media marketing is of great concern to consumers, not only the social media content. In addition, social media marketing activities must be improved so that they continue to run and are balanced with other marketing activities.

The scope of this research is only to discuss social media marketing through TikTok and only discuss product quality and interest in buying Bittersweet by Najla. In this study, researchers only took quantitative data and looked at it from the consumer's perspective. The limitations of this study were also in the testing section; researchers did not test product quality as a variable and meditation and did not test path analysis.

7.   Conclusions

Based on the research results, it can be concluded that Tiktok's Social Media Marketing and product quality positively influence customer buying interest. This finding illustrates that social media marketing through Tiktok can influence customers by giving them the desire to buy products posted on social media. In contrast, in the social aspect, TikTok can provide information and services tailored to customer needs, providing great value. Apart from that, it is the same as marketing through social media; product quality also gives a feeling of wanting to buy a product, which in the aspect of product appearance provides great value in influencing customer buying interest. Thus, to increase customer buying interest, Bittersweet by Najla still needs to improve every aspect of social media marketing and product quality.

8.   Recommendation

Further research is expected to look for other dimensions and indicators in social media marketing and product quality that can influence customer buying interest. In addition, future research is also expected to look for other factors that can influence purchase intention besides social media marketing through TikTok and product quality. Researchers can also use qualitative methods to find out how social media marketing is through TikTok and product quality from the perspective of Bittersweet by Najla or other companies.

JOURNAL OF
CONSUMER SCIENCES

Based on the results, Bittersweet by Najla must maximize the provision of information needed by customers and continue to provide easy-to-understand instructions for the audience; must improve the provision of means to interact and respond to comments or suggestions about the products and services provided; must make TikTok a place for exchanging opinions with other users, so that social media marketing through TikTok is carried out optimally and can increase customer buying interest; must innovate and maintain its uniqueness; must improve characteristics such as variations in the taste of products sold; Bittersweet by Najla is expected to be able to maintain and improve the quality of its products, especially in product characteristics, product appearance, and in carrying out social media marketing activities through TikTok by utilizing existing features. Furthermore, this research is also expected to be input that can help other companies or new MSMEs in making efforts to increase buying interest by optimizing and improvising social media marketing activities and the quality of the products they have.

Citation information

References

Ajzen, I., & Fishbein, M. (1980). *Understanding Attitudes and Prediction Social Behavior*. New Jersey (UK): Englewood Cliffs.

Agbaimoni, O., & Bullock, L. (2013). Social Media Marketing–why businesses need to use it and how. *Marketing Instytucji Naukowych i Badawczych*, 2, 91-105. http://dx.doi.org/10.14611/minib.08.02.2013.13

Ahmed, M. A., & Zahid, Z. (2014). Role of social media marketing to enhance CRM and brand equity in terms of purchase intention. *Asian Journal of Management Research*, *4*(3), 533-549.

Aji, P., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, *4*(2), 91-104. http://dx.doi.org/10.5267/j.ijdns.2020.3.002

Andaleeb, S. S., & Hasan, K. (Eds.). (2016). *Strategic Marketing Management in Asia: Case Studies and Lessons across Industries*. United Kingdom (UK): Emerald Group Publishing Limited.

Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*. *48*(1), 79 95. https://doi.org/10.1007/s11747-019-00695-1

Ardianto, E. (2016). *Metodologi penelitian untuk Public Relations Kuantitatif dan Kualitatif*. Bandung (ID): Simbiosa Rekatama Media.

Balkhi, S. (2019). How to Use TikTok To Promote Your business. Retrieved from https://www.entrepreneur.com/article/340216

Choedon, T., & Lee, Y. C. (2020). The effect of social media marketing activities on purchase intention with brand equity and social brand engagement: Empirical evidence from Korean cosmetic firms. *Knowledge Management Research*, *21*(3), 141-160. http://dx.doi.org/10.15813/kmr.2020.21.3.008

Curry, D. J., & Faulds, D. J. (1986). Indexing product quality: issues, theory, and results. *Journal of Consumer Research, 13*(1), 134-145.

Efendïoğlu, İ. H. (2019). The impact of conspicuous consumption in social media on purchasing intentions. *İşletme Araştırmaları Dergisi, 11*(3), 2176-2190.

**JOURNAL OF
CONSUMER SCIENCES**

http://dx.doi.org/10.20491/isarder.2019.732

Efferin, S., Darmadji, S. H., & Tan, Y. (2008). *Accounting Research Methods, Revealing Phenomena with Qualitative and Quantitative Approaches* (*Metode Penelitian Akuntansi, Mengungkap Fenomena dengan Pendekatan Kualitatif dan Kuantitatif*). Yogyakarta (ID): Graha Ilmu.

Erida, E., & Rangkuti, A. S. (2017). The effect of brand image, product knowledge and product quality on purchase intention of notebook with discount price as moderating variable. *Journal of Business Studies and Management Review*, *1*(1), 26-32. https://doi.org/10.22437/jbsmr.v1i1.3919

Fannani, S. I., & Najib, M. (2020). The effect of social media towards organic food literacy and purchase intention with aisas model. *Jurnal Manajemen & Agribisnis*, *17*(3), 285-285. https://doi.org/10.17358/jma.17.3.285

Garvin, D. A. (1987). *Competing on the Eight Dimensions of Quality*. Harvard Business Review. Cambridge (US): Harvard Business Publishing

Hair, J. F., Anderson, R. E., Babin, B. J., & Black, W. C. (2010). *Multivariate Data Analysis* (7th ed.). New York (US): Pearson

Harvard Business Review. (December 17, 2020). The creator economy needs a middle class. Retrieved from https://hbr.org/2020/12/the-creator-economy-needs-a-middle-class

Hayes, A. (July 29, 2021). Social Media Marketing (SMM). Retrieved from https://www.investopedia.com/terms/s/social-media-marketing-smm.asp

Hjorth-Andersen, C. (1984). The concept of quality and the efficiency of markets for consumer products. *Journal of Consumer Research*, *11*(2), 708-718.

Hootsuite & We Are Social. (February 11, 2021). Digital 2021: Indonesia. Retrieved from https://datareportal.com/reports/digital-2021-indonesia

Irawan, M. R. N. (2020). Effect of product quality, price and promotion on consumer buying interest at PT. Satria Nusantara Jaya (Pengaruh Kualitas produk, harga dan promosi terhadap minat beli konsumen pada PT. Satria Nusantara Jaya). *Jurnal Ekonika: Jurnal Ekonomi Universitas Kadiri*, *5*(2), 140-156. http://dx.doi.org/10.30737/ekonika.v5i2.1097

Jnews Online. (October 3, 2020). Ini alasan Bittersweet by Najla Beriklan di TikTok. *UKM*. Retrieved from https://jnewsonline.com/alasan-bittersweet-by-najla-beriklan-di-tiktok/

Khan, B. K., Strong, D. M., & Wang, R. (2002). Information quality benchmarks: product and service performance. *Commun. ACM*, 45(4), 184-192. http://dx.doi.org/10.1145/505999.506007

Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Essex (UK): Pearson.

Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brands. *Journal of Business Research*, *65*(10), 1480-1486. https://doi.org/10.1016/j.jbusres.2011.10.014

Kotler, P., Armstrong, G., Harris, L. C., & He, H. (2020). *Principles of Marketing (8th ed.)*. United Kingdom (UK): Pearson.

Kotler, P. & Keller, K. L. (2012). *Marketing Management (14th ed.)*. New Jersey (US): Pearson.

Kriyantono, R. (2014). *Communication Research Practical Techniques* (*Teknik Praktis Riset Komunikasi*). Jakarta (ID): Kencana Prenada Media Group.

Laksamana, P. (2018). Impact of social media marketing on purchase intention and brand loyalty: Evidence from Indonesia's banking industry.

International Review of Management and Marketing, 8(1), 13-18.

Lavidge, R. C., & Steiner, G. A. (1961). A model for predictive measurements of advertising effectiveness. *Journal of Marketing, 25*(4), 59-62.

Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons, 52*(4), 357-365. https://doi.org/10.1016/j.bush or.2009.03.002

Maulida, D. N., Rachma, N., & Hufron, M. (2019). Pengaruh kualitas produk dan kredibilitas endorser (Agnez Mo) terhadap minat beli konsumen sampo clear (studi pada konsumen sampo clear di Perumahan Tata Surya Jl. Venus). *Jurnal Ilmiah Riset Manajemen, 8*(16).

Mileva, L., & Fauzi DH, A. (2018). The effect of social media marketing on purchasing decisions (online survey on undergraduate students of the Department of Business Administration 2014/2015 Faculty of Administrative Sciences, Brawijaya University who Buy Starbucks Using LINE)) (Pengaruh social media marketing terhadap keputusan pembelian (survei online pada mahasiswa sarjana Jurusan Ilmu Administrasi Bisnis Angkatan 2014/2015 Fakultas Ilmu Administrasi Universitas Brawijaya yang Membeli Starbucks Menggunakan LINE)). *Jurnal Administrasi Bisnis, 58*(1), 181-189.

Monroe, K. B., & Krishman, R. (1985). *The effects of price on subjective product evaluations*, in Jacoby, J., & Olson, J. (Eds), Perceived Quality. Boston (US): Lexington Books.

Mumtaz, Z. S., & Saino, S. (2021). The effect of using the Tik Tok application as a promotional medium and the glow up trend on buying interest in beauty products (Pengaruh penggunaan aplikasi tik tok sebagai media promosi dan trend glow up terhadap minat beli produk kecantikan). *Jurnal Manajemen, 13*(2), 282-291.

Nurhayani. (2017). The effect of the marketing mix on consumer satisfaction through the quality of housing services at Metro Cilegon/PT. Premier Gapura Prima (Pengaruh bauran pemasaran (marketing mix) terhadap kepuasan konsumen melalui kualitas pelayanan perumahan metro Cilegon/PT. Perdana Gapura Prima). *Jurnal Sains Management,* 3(1), p.95-112. https://doi.org/10.30656/sm.v 3i1.295

Omnicoreagency.com. (January 06, 2021). TikTok by the Numbers: Stats, Demographics & Fun Facts. Retrieved from https://www.omnicoreagency.c om/tiktok-statistics/

Othysalonika, O., Muhaimin, A. W., & Faizal, F. (2022). The influence of social media marketing on consumer interest and purchasing decisions in healthy food businesses in Malang City (Pengaruh social media marketing terhadap minat dan keputusan pembelian konsumen pada usaha makanan sehat di Kota Malang). *Jurnal Ekonomi Pertanian dan Agribisnis, 6*(3), 1134-1146. https://doi.org/10.21776/ub.je pa.2022.006.03.32

Pandey, A., Sahu, R., & Dash, M. K. (2018). Social media marketing impact on the purchase intention of millennials. *International Journal of Business Information Systems, 28*(2), 147-162. http://dx.doi.org/10.1504/IJBI S.2018.091861

Pawlasová, P. (2015). The factors influencing satisfaction with public city transport: a structural equation modeling approach. *Journal of Competitiveness, 7*(4), 18-32. http://dx.doi.org/10.7441/joc. 2015.04.02

Peter, P., & Olson, J. C. (2010). *Consumer Behavior & Marketing Strategy*, Ninth Edition. New York (US): McGraw Hill.

Sanny, L., Arina, A., Maulidya, R., & Pertiwi, R. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand

image and brand trust. *Management Science Letters*, *10*(10), 2139-2146. http://dx.doi.org/10.5267/j.msl.2020.3.023

Sanjaya, A. S. (2020). The influence of the dimensions of social media marketing on the purchase intention of Climatethirty (Pengaruh dimensi social media marketing terhadap minat beli Climatethirty). *Jurnal Performa: Jurnal Manajemen dan Start-up Bisnis*, *5*(4), 272-278. https://doi.org/10.37715/jp.v5i4.1780

Sanjiwani, N. M. D., & Suasana, I. G. A. K. G. (2019). The role of brand image in mediating the effect of product quality on purchasing decisions (Peran brand image dalam memediasi pengaruh kualitas produk terhadap keputusan pembelian). *E-Jurnal Manajemen*, *8*(11), 6721-6740. https://doi.org/10.24843/EJMUNUD.2019.v08.i11.p17

Santoso, S. (2006). *IT-Based Business Solution Series Using SPSS For Multivariate Statistics* (*Seri Solusi Bisnis Berbasis TI Menggunakan SPSS Untuk Statistik Multivariat*). Jakarta (ID): PT Elex Media Komputindo.

Santoso, S. (2015). *Amos 22 For Structural Equation Modeling* (*Amos 22 Untuk Struktural Equation Modelling*). Jakarta (ID): PT Elex Media Komputindo.

Satria, A. A. (2017). The influence of price, promotion, and product quality on consumer buying interest at company A-36 (Pengaruh harga, promosi, dan kualitas produk terhadap minat beli konsumen pada perusahaan A-36). *Jurnal Manajemen dan Start-Up Bisnis*, *2*(1), 45-53. https://doi.org/10.37715/jp.v2i1.436

Satria, D. A., & Sidharta, H. (2017). Effect of brand image and product quality on consumer buying interest Porkball (Pengaruh citra merek dan kualitas produk terhadap minat beli konsumen Porkball). *Jurnal Performa: Jurnal Manajemen dan Start-Up Bisnis*, *2*(3), 398-408. https://doi.org/10.37715/jp.v2i3.562

Savitri, C., & Anggela, F. P. (2020). The effect of e-promotion and product quality on consumer buying interest in products At PT. XYZ (Pengaruh e-promotion dan kualitas produk terhadap minat beli konsumen produk Di PT. XYZ). *Buana Ilmu*, *4*(2), 253-279. https://doi.org/10.36805/bi.v4i2.1138

Schiffman, L., & Wisenblit, J. L. (2019). Consumer Behavior (12th ed.). US: Pearson Education, Inc.

Sehar, R., Ashraf, S., & Azam, F. (2019). The influence of social media's marketing efforts on brand equity and consumer response. *IUP Journal of Marketing Management, 18*(2), 30-53.

Siregar, S. (2017). Quantitative Research Methods (*Metode Penelitian Kuantitatif*). Jakarta (ID): Kencana Prenadamedia Group.

Sudirjo, F. (2018). Effect of product quality and advertising on consumer buying interest in Amidis AMDK in Semarang (Pengaruh kualitas produk dan iklan terhadap minat beli konsumen AMDK Amidis Di Semarang). *Serat Acitya, 7*(1), 12. http://dx.doi.org/10.56444/sa.v7i1.695

Suryati, L. (2019). *Marketing Management* (*Manajemen Pemasaran*). Yogyakarta (ID): Deepublish

Sundalangi, M., Mandey, S., & Jorie, R. (2014). Product quality, advertising attractiveness, and price discounts on consumer buying interest at Pizza Hut Manado (Kualitas produk, daya tarik iklan, dan potongan harga terhadap minat beli konsumen pada Pizza Hut Manado). *Jurnal EMBA, 2*(1), 313-324. https://doi.org/10.35794/emba.2.1.2014.3829

Tungka, D., Lionardo, M. M., Thio, S., & Iskandar, V. (2020). The influence of social media marketing on Instagram on

buying interest in Chatime Indonesia (Pengaruh social media marketing pada instagram terhadap minat beli Chatime Indonesia). *Jurnal Hospitality dan Manajemen Jasa*, *8*(2).

Widodo, P. P. (2006). *Structural Equation Modelling*. Jakarta (ID): Universitas Budi Luhur.

Wijanto, S. H. (2008). *Structural Equation Modeling dengan LISREL 8.8*. Yogyakarta (ID): Graha Ilmu

Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. *Telematics and Informatics*, *34*(7), 1294-1307. https://doi.org/10.1016/j.tele.2017.06.001

Yu, S. X., Zhou, G., & Huang, J. (2022). Buy domestic or foreign brands? The moderating roles of decision focus and product quality. *Asia Pacific Journal of Marketing and Logistics*, *34*(4), 843-861. http://dx.doi.org/10.1108/APJML-04-2020-0210