

ANTECEDENT OF PURCHASE DECISIONS ON SOCIAL COMMERCE TIKTOK SHOP

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ABSTRACT

<p>Keywords: viral marketing; content marketing; online customer review; celebrity endorser; flash sale.</p>	<p>This research aims to test the influence of viral marketing, content marketing, online customer reviews, celebrity endorsers, flash sales, and word of mouth (WOM) variables on purchasing decisions at the TikTok Shop in Buleleng Regency. The total sample obtained was 238 respondents. The data in this study was collected using a closed questionnaire. Data were analysed using multiple linear regression tests using SPSS. The research results show that partially and simultaneously, Viral marketing, content marketing, Online customer reviews, Celebrity endorsers, Flash sales, and Word of mouth have a positive and significant influence on purchasing decisions. Dapat disimpulkan bahwa viral marketing, content marketing, online customer review, celebrity endorser, flash sale, dan word of mouth memiliki pengaruh positif dan signifikan parsial atau simultan terhadap keputusan pembelian.</p>
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Introduction

The marketplace is a digital platform where product buying and selling transactions are done, and sellers and consumers are connected through Internet technology. The development of marketplaces in Indonesia has increased over the past period. The marketplace is increasingly in demand as an internet-based shopping place because of its various conveniences. The presence of the marketplace is a solution for merchants and buyers to meet their individual needs even over long distances. The development of the digital economy encourages the development of various types of marketplaces, one of which is TikTok Shop. TikTok Shop is one of the social e-commerce features that allows users and creators to promote and sell products while shopping.

TikTok Shop was first introduced in Indonesia in April 2021. As one of the features available on TikTok social media, TikTok Shop has succeeded in becoming the most widely used social commerce by Indonesians with a percentage of 46%, while WhatsApp 21%, Facebook Shop, and Instagram Shop each 10%. The development of TikTok as social commerce by adding the TikTok Shop feature is an excellent opportunity for marketplace businesses, considering the large number of TikTok social media users today. CNN Indonesia (2023) and (Hidayatullah, Rafidah, Masrurroh, & Mauliyah, 2023) mentioned that TikTok users in Indonesia are the second most in the world, with a total of 109.9 million users, below the United States, with a total of 113.25 million users. The presence of the direct shopping feature on TikTok social media has made it easy for service users to transact and share content directly in one application. The convenience

provided by TikTok can deliver TikTok Shop to earn up to four times the revenue, namely the Gross Merchandise Value (GMV) or the total value of TikTok Shop transaction goods for the Southeast Asia region to reach US \$ 4.4 billion or around IDR 66.7 trillion in 2022.

Although it has experienced an increase in the total value of goods or Gross Merchandise Value (GMV) in 2022, TikTok Shop GMV still has a lower value than other e-commerce sites, such as Shopee, with a GMV of US \$ 62.5 billion or equivalent to Rp899 trillion and Lazada of US \$ 21 billion or Rp302 trillion for Southeast Asia. However, TikTok's GMV value has increased significantly, considering that in 2020, TikTok could not enter the top 100 applications with consumer spending (CNBC Indonesia, 2023). The significant increase in the number of transactions on TikTok Shop cannot be separated from the factors influencing purchase decisions.

Consumers make purchasing decisions regarding brand preferences from many choices. Tjiptono (2015) states that purchasing decisions are a process in the consumer's personal life that begins with identifying consumer needs or problems that can be resolved by purchasing a particular product. Then, consumers look for information about products and brands and evaluate them to obtain the best alternative from all options to solve the problems they face. The evaluation will lead to a decision to purchase. Sudaryono (2016) also explained that purchasing decisions result from sorting out various alternatives and two or more choices. It can be concluded that purchasing decisions are stages in consumer behaviour in purchasing an alternative form that is believed about a product or brand chosen with various existing considerations. According to Kotler and Armstrong (2006), purchasing decisions can be measured through several indicators, namely, buying stability after knowing product information (Y1), deciding to buy because of the preferred brand (Y2), buying because it suits your wants and needs (Y3), buying because you get recommendations from others (Y4).

Kotler and (Ardianti & Widiartanto, 2019) mentioned that purchasing decisions among consumers are influenced by several factors, such as cultural, social, psychological, and personal factors. These factors can lead consumers to make purchasing decisions for a product that can solve problems they face. Previous research found various factors that can influence consumer purchasing decisions. In addition, Shadrina and Sulistyanto (2022) mentioned that content marketing positively influences purchasing decisions. Viral marketing and online consumer reviews partially affect purchasing decisions. Meanwhile, (Ardianti & Widiartanto, 2019) found that online customer reviews positively and significantly influenced purchasing decisions. Purchasing decision variables are also influenced by other independent variables. (Dewi, 2019) states that celebrity endorser variables affect purchasing decisions. According to (Herlina, Loisa, & SM, 2021), purchasing decisions are also influenced by flash sales as independent variables positively and significantly.

Viral Marketing is a marketing strategy that causes consumers intentions to share information, described as a marketing tool or marketing phenomenon to encourage and urge consumers to share messages by utilizing media interactions. This marketing

strategy can make it possible to spread the message to many people quickly and reach out effectively. Viral marketing can be measured through three indicators, namely, product knowledge (X1.1), clarity of information (X1.2), and talking about products (X1.3). The success of a viral marketing campaign depends on the quality and relevance of the information shared, as well as the ability of the message to resonate with the target audience. Thus, the information received by customers can influence purchasing decisions.

In addition to viral marketing, purchasing decisions are also influenced by content marketing. Content marketing is creating and distributing relevant and valuable content to attract, acquire, and interact with target market consumers, generate customer profits, and create customer engagement and loyalty to the brand (Lou & Xie, 2020). (Asnawati, Nadir, Wardhani, & Setini, 2022) she also mentioned that content marketing is a form of internet marketing with techniques for creating and distributing valuable and relevant content to attract customers. Content marketing can be measured through six indicators, according to Milhinhos (2015), namely Relevance (X2.1), Accuracy (X2.2), Value (X2.3), Easy to Understand (X2.4), Easy to Find (X2.5), and Consistent (X2.6). (Hollebeek and Macky, 2019) mentioned that creating and disseminating relevant and valuable content to customers or potential customers on digital platforms can develop consumer engagement in content. The development of various relevant content can influence brands to create value with the high financial development of customer attraction, engagement, acquisition, and retention (Lopes & Casais, 2022). According to Yusuf et al. (2020), marketing content affects purchasing decisions. Fadhilah also stated the same findings & as Saputra (2021), Situmeang (2021), and (Thomas, Li, Sistenich, Diango, & Kabongo, 2023), that purchasing decision variables are influenced by content marketing variables.

(Khan & Lodhi, 2016) mentioned that celebrity endorsers are very useful in marketing to attract or make more customers and also help attract potential customers' attention toward products or services. This statement is supported by the findings of (Ling & Pratomo, 2020), which state that the celebrity endorser variable significantly affects purchasing decisions. The celebrity endorser variable can be measured through three indicators, namely, expertise (X4.1), trust (X4.2), and attractiveness (X4.3) (Fern et al., 2015).

Another factor that can influence purchasing decisions is flash sales. Flash sales are a marketing strategy in which products or services are offered at significant discounts within a limited period that lasts for a certain period, aiming to create urgent needs and encourage consumers to make purchases immediately. Flash sales are an essential marketing strategy for a business because they can offer the potential to generate direct sales channels and attract new customers. In addition, flash sales can also increase customer loyalty and sales by stimulating consumer desire to buy and consume a product so that consumers will assume that the products offered during the flash sale period are unique and challenging to find. Flash sale variables can be measured through five indicators, namely, The amount of the discount during the flash sale promotion (X5.1),

Flash sale promotion frequency (X5.2), Flash sale promotion period (X5.3), The number of products available at the time of the flash sale promotion (X5.4), and interesting flash sale promotion (X5.5).

An independent variable that can also influence purchasing decisions is the word-of-mouth variable. Word of mouth is a form of word-of-mouth communication regarding views and assessments of a product, either individually or in groups, to share information individually. Harrison-Walker (2001) also mentions that word of mouth is a powerful and influential form of communication-based on personal experience and recommendations from trusted sources. Consumers rely on word of mouth when purchasing or seeking information about products or services (Chung & Koo, 2015). Tsai and Bui (2020) also expressed the same thing, saying that word of mouth plays a vital role in influencing and shaping consumer behaviour and attitudes. Word of mouth becomes most effective when consumers seek information and formulate what to expect and their preferences for desired products (Huang, Sun, Chen, & Golden, 2019). The results of Ling and Pratomo's (2020) research prove that word of mouth positively and significantly affects purchasing decisions. According to (Huang, Sun, Chen, & Golden, 2019), there are three indicators of word of mouth, namely, consumer willingness to talk positive things about the quality of services and products to others (X6.1), Recommendations of company services and products to others (X6.2), and Encouragement of friends or relations to make purchases of company products and services (X6.3).

Based on these studies, a strong concept orientation was found that this research needs to be done to determine the magnitude or absence of the influence of viral marketing, content marketing, online customer reviews, celebrity endorsers, flash sales, and word of mouth (wom) on purchasing decisions.

Research Methods

Population and Sample

A population is a group of research elements, where elements are the minor units that source the required data. The population in this study is people domiciled in Buleleng Regency, Bali. Samples are part of the number and characteristics possessed by a population. The sampling technique in this study uses purposive sampling, that is, a sampling technique through specific considerations. Based on the results of sample calculations according to Hair et al. (2010), this study used samples with a range of 145 to 290 respondents. We also obtained 238 respondents who met the criteria to become a research sample.

Data Analysis Techniques

This study used multiple linear regression analysis techniques. Regression analysis is used when the relationship between two variables is causal. Regression analysis is used to find out how a dependent variable can be predicted through an independent variable. In this study, the independent variables are viral marketing (X1), content marketing (X2), online customer review (X3), celebrity endorser (X4), flash sale (X5), word of mouth (women) (X6), and purchase decision (Y) as dependent variables. This study tests and

explains the relationship between independent and dependent variables based on the paradigm that there is no relationship or correlation between independent variables. The tests used are classical assumption tests, multiple linear regression analysis, and coefficients of determination.

Classical Assumption Test

Classical assumption testing is performed before testing and analysing research data to prove multiple linear regression analysis to be free from classical assumptions.

1. The normality test is used to test whether, in a regression model, confounding or residual variables have a normal distribution, as it is known that the t-test and F-test assume that the residual value follows the normal distribution.
2. Multicorrelation Test: The multicollinearity test tests whether the regression model found a correlation between independent variables. A good regression model does not have a linear correlation / strong relationship between independent variables.
3. Autocorrelation Test and heteroscedasticity Test are used to test whether there is an inequality of variance from the residual of one observation to another in regression models. A good regression capital is one in which homoscedasticity or heteroscedasticity does not occur.

Regression Analysis

The analysis tool used in this study is multiple linear regression analysis because, in this study, researchers tested the influence of several independent variables, namely viral marketing (X1), content marketing (X2), online customer reviews (X3), celebrity endorsers (X4), flash sales (X5), word of mouth (wom) (X6) on one dependent variable, namely purchase decision (Y). The following is a regression analysis in this study.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \varepsilon$$

Information:

Y = Purchase Results

X₁ = Viral Marketing

X₂ = Content Marketing

X₃ = Online Customer Review

X₄ = Celebrity Endorser

X₅ = Flash Sale

X₆ = Word of Mouth

α = Constanta

β_1 = Variable regression coefficient viral marketing

β_2 = Regression coefficient of content marketing variables

β_3 = Variable regression coefficient online customer review

β_4 = Regression coefficient of celebrity endorser variables

β_5 = Regression coefficient of flash sale variables

β_6 = Koefisien regresi variabel *word of mouth*

ε = Error

Coefficient of Determination

The coefficient of determination (R^2) measures how far the model can explain the variation of the dependent variable. The value of the coefficient of determination is 0 to 1. A small R^2 value indicates the ability of the independent variable to explain a minimal variation in the dependent variable. A value close to 1 means the independent variable provides almost all the information needed to predict the variation of the dependent variable.

Results and Discussion

Classical Assumption Test

The classical assumption test is a requirement that must be met and carried out first before performing multiple linear regression analysis. The data on the questionnaire must be free from classical assumptions to be eligible for further testing. The research data must be free from classical asumi, which consists of normality, multicollinearity, and heteroscedasticity tests.

1. Normality Test

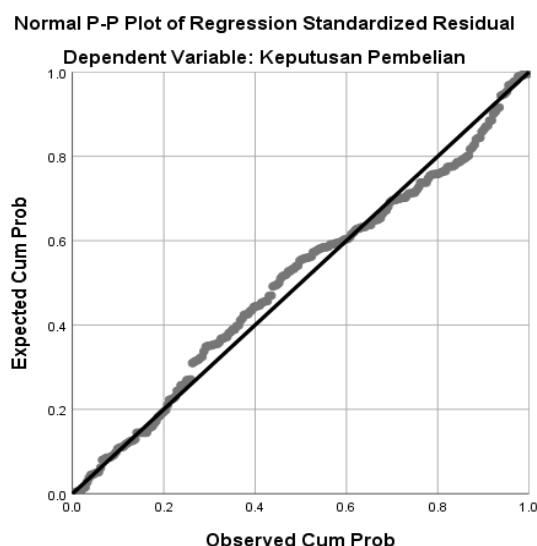


Figure 1 Normality Test Graph Analysis Results

Based on the Normal P-Plot graph, it can be seen that the data spreads around the diagonal line and follows the direction of the diagonal line. Therefore, it can be decided based on the Normal P-Plot graph that the residual data of this study has been normally distributed.

Table 1
Hasil Uji One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardised Residual
N		238
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.56715140

Most Extreme Differences	Absolute		.065
	Positive		.065
	Negative		-.058
Test Statistic			.065
Asymp. Sig. (2-tailed)			.016c
Monte Carlo Sig. (2-tailed)	Say.		.254d
	99% Confidence Interval	Lower Bound	.242
		Upper Bound	.265

Based on Table 1. It can be seen that the Kolmogorov-Smirnov statistical test score is 0.65 and insignificant at 0.05, indicated in Monte Carlo values $p = 0.254 > 0.05$. Thus, H_0 is accepted, which states that the residuals are normally distributed.

2. Multicollinearity Test

The multicollinearity test is one of the tests that aims to test whether the regression model found a correlation between independent variables.

Table 2
Multicollinearity Test Results

Variable	Collinearity Statistics		Information
	Tolerance	BRIGHT	
Viral Marketing	0.226	4.434	No multicollinearity occurs
Content Marketing	0.182	5.481	No multicollinearity occurs
Online Customer Review	0.157	6.384	No multicollinearity occurs
Celebrity Endorser	0.282	3.551	No multicollinearity occurs
Flash Sale	0.184	5.437	No multicollinearity occurs
Word of Mouth	0.209	4.794	No multicollinearity occurs

Based on Table 2. It can be seen that all independent variables in this study, namely viral marketing, content marketing, online customer review, celebrity endorser, flash sale, and word of mouth (wom) variables, have a tolerance value greater than 0.10 and a VIF value of less than 10. It can be concluded that multicollinearity does not occur.

3. Heteroscedasticity Test

The heteroscedasticity test is performed to test whether there is an inequality of variance in the regression model from the residual of one observation to another.

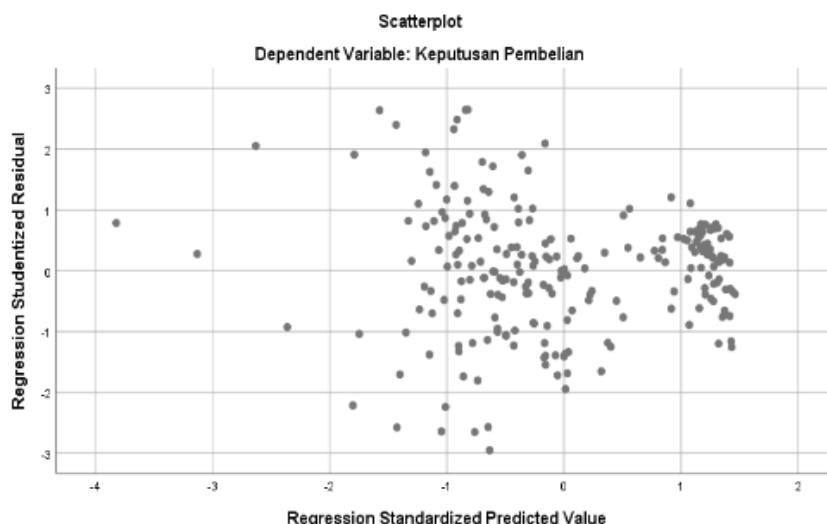


Figure 2 Heteroscedasticity Test Graph Analysis Results

Based on Figure 2. showing that the points do not form a specific regular pattern, the points spread above and below the number 0 on the Y axis, it can be concluded that in the regression model in this study, heteroscedasticity does not occur.

**Table 3
Uji Glejser**

Coefficient			
	Model	t	Say.
1	(Constant)	8.359	.000
	Viral Marketing	-1.391	.166
	Content Marketing	-1.114	.267
	Online Customer Review	.185	.854
	Celebrity Endorser	-1.468	.144
	Flash Sale	1.302	.194
	Word of Mouth	-1.018	.310

Based on Table 3, it can be seen that the significance value of these six research variables is greater than the alpha value of 0.05, so based on the decision-making of the geysers statistical test, it can be concluded that the regression model of this study does not occur heteroscedasticity.

The Influence of Viral Marketing on Purchasing Decisions on TikTok Shop

Viral marketing is a powerful and innovative promotional strategy to spread marketing messages quickly through social media networks, resulting in exponential growth in brand awareness and consumer engagement. Based on the results of the study, it was found that viral marketing positively and significantly influenced purchase decisions in TikTok shops in Buleleng Regency. The results of this study explain that if there is an increase in viral marketing, purchasing decisions will also increase. This study's results align with the findings of (Parmariza, 2019), which state that viral

marketing significantly affects purchasing decisions. (Hamed, 2018) found that viral marketing positively and significantly affects purchasing decisions. The same findings were also revealed by (Andora and Yusuf, 2021) that viral marketing significantly affects purchasing decisions.

Based on statistical data from the results of questionnaires for viral marketing variables, product knowledge indicators have the highest average. Product knowledge is an effort by marketers to provide detailed knowledge about the products being marketed. Content that is viral and has clear information about the product can convince consumers to try viral products and participate in sharing content after obtaining the product's benefits. Repeatedly, this continues to happen so that consumers feel that a viral trend is a must to try so that successful viral marketing can improve consumer purchase decisions.

Knowledge of products is the purpose of companies/marketers in presenting information about a product through advertisements and product descriptions, which usually describe how to use raw materials and storage methods expected to be understood by consumers. Products successfully marketed through viral marketing on TikTok Shop display various types of important information related to products in product descriptions and delivered orally in content. Viral content marked with hashtags for your page can help consumers increase confidence or feel better at making a purchase decision because they have obtained information that is considered more reliable than marketers. Therefore, when a product becomes viral through viral marketing, consumers will automatically make a purchase decision.

The Influence of Content Marketing on Purchasing Decisions on TikTok Shop

Content marketing is a strategic marketing approach that revolves around creating and distributing valuable, relevant, and consistent content to attract and engage a customer audience that is market share. Based on the study's results, content marketing positively and significantly influenced purchasing decisions at TikTok Shop in Buleleng Regency. The results of this study explain that if there is an increase in content marketing, purchasing decisions will also increase. This is in line with the findings of (Fadhilah & Saputra, 2021), Situmeang (2021), that purchasing decision variables are influenced by content marketing variables.

Content marketing is creating and distributing relevant and valuable content to attract, acquire, and interact with target market consumers, aiming to generate customer profits and create customer engagement and loyalty to the brand. Content marketing is essential in influencing purchasing decisions by providing valuable, informative, and engaging content to help consumers make informed decisions. The content on TikTok Shop provides a good and complete explanation of the product, likewise with important information related to the product being marketed. Every content created is relevant to the purpose of content creation and contains valuable information to convince consumers. Content marketing focuses on creating and distributing relevant content that aligns with the interests and needs of market share. When consumers find high-quality content that can solve problems at hand or express their concerns, questions, or desires directly, it fosters a sense of trust and credibility in the product. It creates a sense of connectedness

and understanding. This relationship fosters trust, as consumers perceive the brand as aligned with their needs. For example, uploading video content on TikTok that provides valuable information about how a product solves a particular problem or improves their lifestyle can significantly impact their purchasing decisions.

In addition to being accurate, the content used in content marketing must also be valuable. Value in marketing content plays a vital role in shaping purchasing decisions by providing consumers with meaningful and relevant information that is more than just product promotion. When content adds value through educational resources, insightful guides, or entertainment materials, it can build a relationship with TikTok Shop users' audience or market share. Consumers value content that enriches their understanding, solves problems, or entertains them to create a positive relationship with the product. This perceived value not only grabs attention but also positions the brand of the product itself as a trusted source, influencing consumers to choose products or services from the same brand and consistently delivering content that enhances their overall experience and knowledge.

In addition, content that is easy to understand and find will affect the purchase decisions made by consumers. When information is presented clearly and straightforwardly, potential customers can easily understand the benefits and features of a product or service. Simplicity in language and presentation can reduce confusion or multiple interpretations, making consumers more likely to make informed decisions. Simplicity in communication ensures that the audience is not overwhelmed by complicated or confusing content, ultimately increasing the likelihood of conversion. In addition, content must also be easy to find; in other words, the content must be well-optimized for search engines. Search engine optimization practices that optimize content for search engines contribute to higher visibility, ensuring consumers can easily find relevant information when searching online. Content that is available and prominently displayed across multiple channels, including websites, social media platforms, and search engine results, increases the likelihood of brand exposure. This visibility builds trust and authority, thus influencing purchasing decisions because consumers are more likely to choose products or services from brands whose information is easily accessible and discoverable. Essentially, easy-to-understand and easy-to-find content is a strategy that contributes to a smooth and positive user experience, thus positively impacting purchase decisions.

The Influence of Online Customer Reviews on Purchasing Decisions on TikTok Shop

Online customer reviews refer to written evaluations or feedback consumers provide on various products, services, or businesses through digital platforms such as websites, social media, or specialized review platforms. These reviews play an essential role in influencing the purchasing decisions of potential customers, as they offer valuable insights into the quality, features, and overall satisfaction of the product or service under review. Based on the study's results, it was found that online customer reviews positively and significantly influence purchase decisions on TikTok Shop in Buleleng Regency. The

results of this study explain that if there is an increase in online customer reviews, purchasing decisions will also increase. This aligns with the findings of Hidayati (2018), who states that online customer reviews significantly affect purchasing decisions. According to Ullal et al. (2021), online customer reviews positively affect purchasing decisions.

Online customer reviews significantly impact purchasing decisions; reviews left by customers can serve as an essential source of information and influence consumer confidence. Presenting reviews on TikTok Shop gives potential buyers real insight or information about other customers' actual experiences in consuming a product. This direct information is highly valued because it helps potential buyers anticipate a product's performance, quality, and overall satisfaction. Positive reviews that customers leave often act as support, reinforcing a positive perception of the brand and increasing trust in purchasing decisions.

Positive reviews serve as a form of social validation, assuring consumers that other consumers have had a positive experience with a product or service in TikTok Shop. Conversely, negative reviews can be a warning, encouraging potential buyers to reconsider their options and look for alternatives. The presentation of reviews at each stall on TikTok Shop is one of the determinants of whether consumers buy or not a product. Being transparent about the reviews is essential because they are a form of customer experience that can provide a product picture to potential customers. The accessibility and transparency of reviews play an essential role in shaping consumer perception. Consumers can access reviews on each product on TikTok Shop, which can help form a comprehensive view of the overall sentiment towards a product or service. Whether positive or negative, transparency in reviews contributes to the decision-making process. Marketers who actively engage and respond to customer reviews demonstrate accountability and commitment to customer satisfaction, further enhancing their reputation and influencing potential buyers. Sellers on TikTok Shop usually use VT (TikTok Video) to respond to specific reviews by providing additional explanations about the product or straightening consumer perceptions of the product being marketed.

The perceived usefulness indicator in online customer reviews is also a factor that can influence consumer decision-making. When consumers assess the merits of a review, they look for relevant details about a product or service that can help them make the right choice. Reviews offering practical information, such as product features, pros and cons, and real-world experience, are helpful. This perceived usability answers the consumer's need for comprehensive information, allowing potential buyers to evaluate the product's suitability for their specific needs. When a review is considered valid, it forms social proof, showing that others find the product or service useful. This social validation fosters trust in the brand and its offerings, thus influencing potential buyers to perceive the product as reliable and effective, ultimately impacting consumer purchasing decisions.

Indicators of the quality of arguments and the volume of reviews also play a role in helping consumers make a purchase decision. Customers can see the quality of other consumers' reviews in a product review column on TikTok Shop. Quality reviews provide

valuable insight into a customer's experience of a product or service. Detailed, well-articulated reviews highlighting specific features, benefits, and drawbacks contribute to a more diverse understanding for potential buyers. High-quality reviews address key considerations that matter to consumers, helping them make decisions based on the experiences of others. At the same time, the volume of reviews also plays a vital role in influencing consumer trust and confidence. A product or service with many reviews indicates its popularity and broad user base. Many reviews create the impression of social proof, convincing potential buyers that many others have engaged with the product or service and taken the time to have their say. This abundance of feedback contributes to a more comprehensive understanding of the overall sentiment towards the product or service. While a single positive or negative review may not be representative, a more significant number of reviews will provide a more reliable aggregate perspective, thus influencing consumers' perceptions and ultimately influencing their willingness to purchase. Based on the analysis of indicators from online customer reviews and the findings of this study, indicators of online customer reviews perceived usefulness, credibility of sources, quality of arguments, valence, and volume of reviews can increase consumer confidence in purchasing decisions.

The Influence of Celebrity Endorsers on Purchasing Decisions on TikTok Shop

A celebrity endorser is known and respected by the public and is used to promote a product or service by appearing in advertisements. Based on the study's results, it was found that celebrity endorsers positively and significantly influenced purchasing decisions at TikTok Shop in Buleleng Regency. The results of this study explain that purchasing decisions will also increase if there is an increase in celebrity endorsers. Similar findings were expressed by (Ling & Pratomo, 2020), who stated that the celebrity endorser variable significantly affected purchasing decisions. The same finding was also stated by (Ling & Pratomo, 2020), that celebrity endorsers have a significant positive effect on purchasing decisions.

Celebrity endorsers significantly influence purchasing decisions because of the aspirational and persuasive qualities associated with famous personalities. Companies or brands usually buy endorsement services from TikTok affiliates to advertise their products, including celebrities with TikTok accounts with many followers, even up to millions of followers. Celebrities often have desirable qualities that accompany the product's image, such as success, attractiveness, and talent. When a celebrity endorses a product, these positive attributes are transferred to the brand, creating the perception that using that endorsed product will align consumers with the same qualities. Consumers may be more likely to purchase if they believe it will bring them closer to the lifestyle or image represented by the celebrity endorser.

TikTok celebrities are often considered more authentic and approachable than traditional celebrities. Their content tends to be more personal, showcasing aspects of everyday life. When a celebrity endorser on the TikTok platform shares their experience with a product engagingly, it will be accepted by the audience personally. This connectedness fosters a sense of connectedness between influencers and their audience,

making endorsed products more attractive and increasing the likelihood of positive purchase decisions. According to Kamins (1990), celebrity endorsers can effectively increase consumers' brand recall and purchase intent. However, the success of a celebrity endorser campaign depends mainly on the match between celebrity image and brand identity, the level of consumer trust in the endorser, and the authenticity of the endorsement.

Based on statistical data from the results of the questionnaire for the celebrity endorser variable, the attractiveness indicator has the highest average. Attractiveness refers to the appearance or image of a celebrity. The appeal of a celebrity endorser is more than just physical appearance; it also includes their overall appeal and popularity among TikTok's diverse user base. Celebrities with a strong presence and positive reputation on these platforms can leverage their influence to create trust and connectedness with their followers. The alignment of celebrity appeal with the product can increase the positive impression of the product and marketing content. The appeal of celebrity endorsers can increase the overall aesthetic appeal of content, making it more likely to grab the attention of users browsing their feeds. TikTok's visually driven content allows celebrities to showcase products in a way that is not only persuasive but also aesthetically pleasing, thus influencing users to consider making a purchase based on the appeal of the content and the celeb who advertises. The alignment between endorsers' appeal and TikTok's audience preferences can increase endorsement credibility and create relationships that positively impact purchase decisions on TikTok Shop.

Based on the analysis of indicators from online customer reviews and the findings of this study, celebrity endorser indicators ranging from trustworthiness, expertise, and attractiveness can increase consumer confidence in making purchase decisions. A celebrity endorser's trustworthiness, expertise, and attractiveness are essential in building an emotional connection with viewers on TikTok Shop. The emotional connection between the audience and the celebrity can influence purchasing decisions because consumers feel more confident that the endorsed product will meet expectations.

The Effect of Flash Sale on Purchase Decisions on TikTok Shop

Flash sales are time-limited marketing strategies commonly used by businesses to create a sense of urgency and excitement among consumers and encourage them to make purchasing decisions quickly. Based on the results of the study, it was found that flash sales positively and significantly influenced the purchase decision at the TikTok Shop in Buleleng Regency. The results of this study explain that if there is an increase in flash sales, purchasing decisions will also increase. In line with the findings expressed by (Darpito, 2022), flash sales have a positive and significant effect on purchasing decisions.

Flash sales on TikTok Shop significantly impact purchasing decisions, utilizing the platform's unique features to create a sense of urgency and excitement among users, encouraging them to purchase within the stipulated time frame. Therefore, the success of flash sales depends on factors such as perceived value, product engagement, and the ability to manage time pressures effectively. This urgency refers to the psychological principle of unwillingness to experience losses; the fear of losing a discounted product or

service becomes a solid motivation to take immediate action. As a result, consumers are more likely to speed up their purchasing decisions during flash sales, thus contributing to increased product sales.

Based on statistical data from the results of the questionnaire for flash sale variables, the discount amount indicator during the flash sale promo has the highest average. The discounts offered during flash sale promotions on TikTok Shop are essential in influencing purchase decisions. The psychology of discounts is deeply ingrained in consumer behaviour, and significant discounts during flash sales create a sense of urgency and perceived value. When consumers feel that they are getting a considerable price reduction within a limited period, it triggers a fear of missing out (FOMO) on many things, forcing them to make purchasing decisions quickly. Higher discounts' appeal is a powerful motivator, encouraging potential buyers to take advantage of limited-time offers and purchase on TikTok Shop.

Word of mouth significantly influences purchasing decisions on TikTok Shop by introducing elements of trust and authenticity to the online shopping experience. When users hear recommendations from friends, family, or colleagues about their positive experiences on TikTok Shop, it creates a sense of credibility and reliability. Word-of-mouth information is often considered more genuine because it comes from personal relationships, and this authenticity can play an essential role in influencing potential shoppers to browse TikTok Shop with confidence. Users are more likely to trust the opinions and experiences of people they know, increasing trust in the platform and its offerings.

Positive word of mouth can create a ripple effect, organically expanding a company's customer base. Word-of-mouth marketing communication is considered an independent marketing medium by the company because the public or customers disseminate information to other customers that benefits the company, products, or services that are the object of communication. Word-of-mouth promotions can be a powerful reinforcement for content found on TikTok Shop. Users can share their favourite TikTok Shop product or store findings with others in everyday conversations, thus providing an offline path to promote products and influence purchase decisions. The social nature of traditional word-of-mouth increases the visibility of TikTok Shop products or store recommendations. It creates a broader impact as people share their joy and discovery across different social environments. This amplifying effect contributes to the community's sense of support, encouraging more users to trust and engage with TikTok Shop.

Personal recommendations from friends, family, or colleagues are often considered more sincere and trustworthy because they come from a real connection to direct experience. As a result, potential buyers may be more likely to trust and act on the offline word-of-mouth support they receive, increasing the likelihood of purchasing TikTok Shop. Friends can share their excitement about a particular product or showcase creative content they found on TikTok, encouraging others to explore the platform and make their own purchase decisions. Conversations sparked by TikTok Shop recommendations

contribute to the ripple effect, expanding the platform's influence beyond its digital boundaries.

Based on statistical data from the results of questionnaires for word-of-mouth variables, indicators of company service and product recommendations to others have the highest average. Recommendations of the company's services and products to others are a form of support and influence from consumers who have been satisfied with a particular product or service. This is a very effective form of marketing because it is based on real experiences from consumers who have benefited from the product or service. When consumers discuss their positive encounters with TikTok and the unique products they find, it arouses the curiosity and interest of others in their social circles. This word-of-mouth can encourage potential consumers to explore TikTok Shop, directly creating a broader impact beyond the social network from the person who made the recommendation.

The Influence of Viral Marketing, Content Marketing, Online Customer Reviews, Celebrity Endorsers, Flash Sales, and Word of Mouth on Purchasing Decisions on TikTok Shop

Based on the study's results, it was found that viral marketing, content marketing, online customer reviews, celebrity endorsers, flash sales, and word of mouth simultaneously influenced positively and significantly purchasing decisions on TikTok Shop social commerce in Buleleng Regency. The results of this study explain that if there is an increase in viral marketing, content marketing, online customer reviews, celebrity endorsers, flash sales, and word of mouth simultaneously, purchasing decisions will also increase in line with the findings of (Hidayati, 2018) which states that buying decisions are simulated influenced by viral marketing and online customer reviews. The same findings were also revealed by (Kristanto, Indraningrat, and Prasetyaningtiyas, 2017) namely that viral marketing and celebrity endorsers simultaneously positively and significantly influence purchasing decisions. Content marketing, influencers, and social media simultaneously influence purchasing decisions. According to (Fatoni & Rochmah, 2022), flash sales and free shipping simultaneously affect purchasing decisions. The same result was also found by (Hidayati, 2018) that word of mouth has a positive and significant effect on buying decisions.

The collective influence of viral marketing, content marketing, online customer reviews, celebrity endorsers, flash sales, and word of mouth on TikTok Shop makes a dynamic and influential ecosystem that significantly shapes consumer purchasing decisions. This stems from content marketing being part of TikTok. TikTok social media is one platform for sharing personal and business content, such as TikTok Shop. In marketing his products, the marketer focuses on providing valuable and relevant content to the target audience, aiming to build trust and establish the brand as an authority in his industry. Creative and engaging content, such as product tutorials, reviews, and lifestyle exhibitions, educates consumers about offerings and builds brand narratives. Compelling storytelling through content marketing can make an emotional connection between brands and audiences, influencing purchase decisions. Content that can solve consumer problems

can increase the emotional connection between consumers and products. This emotional connection will lead consumers who have benefited from the content to voluntarily share it on their accounts and send it to friends on social media. Sharing and distributing content becomes a chain message that can spread quickly on TikTok social media.

The combined influence of viral marketing, content marketing, online customer reviews, celebrity endorsers, flash sales, and word of mouth on TikTok Shop social commerce purchasing decisions can create a diverse and synergistic impact on consumer behavior. Each element contributes to building awareness, trust, and excitement, fostering a dynamic environment where users are informed and emotionally connected, ultimately driving purchase decisions in the busy and competitive world of TikTok Shop.

Conclusion

Based on research on TikTok Shop social commerce in Buleleng Regency, it can be concluded that viral marketing, content marketing, online customer reviews, celebrity endorsers, flash sales, and word of mouth have a partial or simultaneous positive and significant influence on purchase decisions (Y) on TikTok Shop ($P_{yx1} = 0.335$, p-value = 0.000; $P_{yx2} = 0.214$, p-value = 0.001; $P_{yx3} = 0.519$, p-value = 0.000; $P_{yx4} = 0.185$, p-value = 0.005; $P_{yx5} = 0.188$, p-value = 0.004; $P_{yx6} = 0.375$, p-value = 0.000; $R_{yX1X2X3X4X5X6} = 0.972$, p-value = 0.000).

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