


TikTok's Social Media Marketing Gives Strong Impact on Product Sales Increase

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ABSTRACT

Marketing is the most essential part of a business. Marketing does not only look at unique products, low and attractive prices, and product availability for consumers. In the current era, one marketing activity is utilizing social media such as TikTok. In 2020 the use of TikTok reached 625 million. In Indonesia, TikTok users reached approximately 30 million users. On the platform, there is a link feature to *e-commerce* sites on user profiles; therefore, TikTok is a free service with exciting content as a promotional medium in sales. This research aims to find out marketing activities on TikTok media in increasing sales. This study used primary data by distributing questionnaires to online sellers to obtain data from sellers who use the media, with a sample of 35 respondents. The analysis used Simple Regression to test the influence on variables to provide recommendations that TikTok media is very influential in attracting consumers.

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Introduction

TikTok is an increasingly popular social media platform, especially among teenagers and young adults. The app allows users to create and share short videos with background music, visual effects, and exciting filters. In recent years, TikTok has become a popular marketing tool for companies and brands to promote their products (Ali, M., Eman, N., & Nawaz, 2021). One of the reasons why TikTok has become such an effective marketing tool is because of its appeal to the younger generation. Teenagers and young adults are potential consumers who are essential to many companies. They are highly socially connected consumers and love discovering new brands and products through social media. With the growing number of TikTok users, many companies and brands see a huge opportunity to leverage the platform to increase brand awareness and sales of their products.

Moreover, TikTok has a unique algorithm that allows viral videos to gain greater exposure than other social media platforms. This means that brands can reach a more significant and potential audience without spending vast amounts on advertising (Baurley, 2019). In some cases, a successful TikTok marketing campaign can significantly increase sales. A creative and engaging TikTok marketing campaign can help brands build emotional connections with their consumers and introduce new products effectively. For this reason, TikTok has become an important marketing tool for many companies and brands. While the platform

is still relatively new, its influence in boosting sales has proven considerable, especially for brands targeting young, socially connected consumers. Nowadays, the problems are related to TikTok Limited's target audience. Although TikTok has many users, this platform tends to be more popular among teenagers and young people (Yim, M. Y. C., & Lee, 2021). This can be challenging if the product or service is aimed more at a more mature or specialized market segment. Reaching the right target audience and ensuring the relevance of the content can be problematic in marketing a particular product or service. Measuring TikTok's marketing influence on sales directly can be difficult because the platform focuses more on entertaining content than in-person transactions. Understanding TikTok's contribution to increased sales requires the proper use of metrics and analytics tools.

THEORETICAL FOUNDATION

TikTok Social Media

TikTok is a social media platform that allows users to create, share, and watch short videos. Launched in 2016 by a Chinese tech company, TikTok has become a global phenomenon with a huge user base. The app allows users to record short videos for 15 to 60 seconds, which can be decorated with various creative effects, music, and filters. TikTok has distinctive traits that set it apart from other social media platforms. The most prominent feature is the "For You Page" (FYP), which is a personalized stream of content based on user preferences and behavior (Kaur, H., & Sharma, 2021). The intelligent algorithm selects videos and displays them to users based on their interests and previous interactions. It allows users to find and enjoy content that suits their claims quickly and entertainingly. In marketing and business, TikTok has become an attractive platform for brands and companies to interact with younger audiences and reach a broad audience. Many brands use TikTok to promote their products through creative campaigns, advertisements, and collaborations with TikTok influencers. With its growing popularity, TikTok has become an essential channel in digital marketing strategies to increase brand awareness, user engagement, and sales.

Social Influence Theory is a social psychology concept that individuals tend to be influenced by others in decision-making and behavior. This theory recognizes that humans are social creatures who naturally tend to be influenced by social norms, reference groups, and the people around them. In the context of TikTok, the platform can leverage social influence theory by creating engaging and inspiring content (Yang, Z., Algesheimer, R., & Dholakia, 2020). Through engaging content, TikTok users who promote a particular product or brand can influence their followers to consider or purchase the product. Using features such as hashtags and challenges, TikTok facilitates the broader dissemination of content and potential social influence. Social influence in the context of TikTok can come from various sources, such as celebrities, influencers, friends, or community members. Content that gets a lot of interaction and positive comments can also create a bandwagon effect, where people tend to follow what is popular or liked by many people (Lin, X., Chen, Y., Zhang, Q., & Gao, 2020). However, remember that social influence isn't just limited to positive content. Controversial, negative, or potentially harmful content can also influence consumer behavior when considering or avoiding certain products or brands.

Increase Sales

Increasing sales is an effort made by a company to increase the number of products or services sold to customers. This can be achieved through various marketing strategies and tactics to generate revenue growth and profits. *Consumer Decision-Making Process* The

stages passed by consumers in making purchase decisions, namely the stages of need recognition, information search, alternative evaluation, purchase, and post-purchase evaluation (Zeithaml, 1988). In the ever-evolving digital era, consumers search for product and brand information online before purchasing. Therefore, brands must pay attention to their presence on online platforms such as social media and official websites. Increasing sales involves a series of steps designed to influence customer buying behavior. Digital Marketing In the digital age, online marketing is essential for increasing sales. Search engine optimization (SEO), social media marketing, online advertising, and content marketing can reach a broader target audience, increase brand visibility, and influence purchasing decisions (Cialdini, R. B., & Goldstein, 2004: 591-621). Consumer Behavior involves studying how consumers perceive, choose, and consume products or services (Solomon, 2019). In the context of sales, understanding the psychological, social, and cultural factors that influence consumer behavior can assist companies in designing effective sales strategies. Conducting an effective marketing strategy is essential to increase sales. It involves various marketing tools, such as advertising, sales promotion, branding, and digital marketing. Effective marketing aims to create brand awareness, motivate customers to make purchases, and build strong relationships with consumers.

Method

In this study, researchers used survey methods with a descriptive quantitative approach and data processing techniques in the form of questionnaires with a total of 84 questions using the Likert scale in the answers. The number of samples in this study was 35 respondents. The research design in this study conducted by researchers includes: making observations, compiling the background of the problem, identifying problems, formulating problems, making theoretical foundations that are used or looking for theories related to TikTok and Increasing Sales, making research methods, determining research variables, making instrument grids, collecting data through questionnaires, analyzing data, making conclusions and suggestions. Data analysis is a step that follows data collection from all respondents or other data sources (Sugiono, 2019). Grouping data based on variables from all respondents, presenting data on each variable studied, carrying out calculations to overcome problem formulations, and completing calculations to evaluate hypotheses that have been put forward are all activities included in data analysis. *Simple linear regression* analysis to obtain higher and more reliable analysis results, this study uses analysis and uses the SPSS (*Statistical Program for the Social Sciences*) data processing program.

The population is the entire subject in the region and time with certain qualities that have, qualities and characteristics that have been determined by researchers to be studied and then concluded that the population is the entire research subject that has the same features. (Samsu, 2017). In this study, the population studied was TikTok users aged 16-30 years, totaling 176 users in the Trirahayu Pesawaran area. The sample is the portion of the population that the researcher will examine or subject. In this study, the formula that will be used as a foundation in sampling is the Slovin formula (Prapitasari et al., 2019)

$$n = \frac{N}{1+N(e)^2}$$

The sampling technique in this study uses the Proportionate Random Sampling method, which is used in existing population conditions consisting of several layers or groups of individuals with different characteristics.

Findings

Based on instrument trials on the influence of TikTok in increasing sales, it was found that out of 90 items, there were 84 valid items. Invalid statements are found in numbers 1, and 12 in variable X and contained in numbers 53, 61, 70, and 78, which are invalid in variable Y. Some of these items were declared invalid by comparing the r table on 54 respondents; the significant level of 0.05 was 0.2681. Question items 1, 12, 53, 61, 70, and 78 $< r$ table (0.02681) so that 84 valid statement items will be used to obtain research data. Based on the test of the research reliability instrument, the SPSS reliability coefficient of 16 produces an α of 0.747 because $p > 0.05$ means the measuring instrument is declared reliable. It can be concluded that the research instruments used in this study meet the requirements and have good reliability.

Table 1. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.747	90

Based on the results of data analysis and hypothesis testing, it has been found that there is a positive and significant influence between TikTok and Sales. The hypothesis testing results show that this study's hypothesis is acceptable. This means that research data support the assumptions underlying the theoretical analysis explained in TikTok's influence in increasing sales.

Normality Test

The *output* results in *Kolmogorov Smirnov's One Sample* column can be seen that the significant value for TikTok is 0.393 and Increasing Sales by 0.276. It is concluded that the population data obtained from the distribution of instruments in the form of questionnaires has been normally distributed, or H_a is accepted.

Table 2. Normality Test

One-Sample Kolmogorov-Smirnov Test			
		X	Y
N		35	35
Normal Parameters ^a	Mean	170.74	120.63
	Std. Deviation	20.791	15.397
Most Extreme Differences	Absolute	.152	.168
	Positive	.152	.168
	Negatif	-.098	-.120
Kolmogorov-Smirnov Z		.899	.994
Asymp. Sig. (2-tailed)		.393	.276
a. Test distribution is Normal.			

Homogeneity Test

The homogeneity test results of the output test of homogeneity variance between TikTok and Increase Sales by 0.137. Based on these results and TikTok's significant value towards Increasing Sales $0.137 > 0.05$, it can be said that both data are normal homogeneity.

Table 3. Homogeneity Test

Test of Homogeneity of Variances			
TikTok terhadap Penjualan			
Levene Statistic	df1	df2	Sig.
2.261	1	68	.137

Simple Regression Analysis

Table 4. Regression Equation Output

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	19.105	13.215		1.446	.158
	X	.595	.077	.803	7.737	.000

a. Dependent Variabel: Y

Coefficients obtained a constant value of 19.105, meaning if TikTok (X) has a value of 0, Increase Sales (Y) has a positive value of 19.105. The regression coefficient on the TikTok variable (X) is 0.595, meaning that if TikTok experiences an increase or development, the variable Increase Sales (Y) will increase by 0.595 with the regression equation.

Table 5. Anova analysis output

		ANOVA ^b				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5196.010	1	5196.010	59.867	.000 ^a
	Residual	2864.161	33	86.793		
	Total	8060.171	34			

a. Predictors: (Constant), X
b. Dependent Variabel: Y

Based on the ANOVA output, a calculated F value of 59,867 and a significant 0.000 is obtained, so there is no need to match the F table, because SPSS has facilitated a significant value. Implementation of the results obtained is significant $0.000 < 5\%$ means H_0 is rejected, and H_a is accepted. This means that TikTok influences Increasing Sales.

Table 6. Residual Statistics

	Residuals Statistics ^a				
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	104.13	158.84	120.63	12.362	35
Residual	-20.295	17.164	.000	9.178	35
Std. Predicted Value	-1.334	3.091	.000	1.000	35
Std. Residual	-2.178	1.842	.000	.985	35

a. Dependent Variabel: Y

TikTok's minimum residue was -20,295, the maximum value was 17,164, the *mean* was 0.000, and *the standard deviation* was 9,178 with 35 respondents.

Table 7. Value of Determation coefficient R Square (model summary)

Model	Model Summary ^b			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803 ^a	.645	.634	9.316

a. Predictors: (Constant), X
b. Dependent Variabel: Y

The coefficient of determination in Table 7 above is *R Square* which has a value of 0.645; thus, 64% of TikTok affects Increase Sales while other factors influence the remaining 36%.

Discussion

The research results show a positive and significant influence between TikTok and Increase Sales means that TikTok Many brands use TikTok to promote their products through creative campaigns, advertisements, and collaborations with TikTok influencers. With its growing popularity, TikTok has become an essential channel in digital marketing strategies to increase brand awareness, user engagement, and sales, as seen in the regression test results with a coefficient value of 0.595. The diversity in Increasing Sales has a relationship with TikTok, which can be seen from the value of the determination coefficient of 0.648, so the diversity on TikTok contributes 64.5%. At the same time, increasing sales by 35.5 was influenced by other factors outside TikTok that were not studied in this study. The results showed a positive and significant relationship between TikTok in Increasing Sales. Based on the description above, there are statement items with High-value categories for the effects of descriptive analysis that researchers have carried out. The study results accurately show the significant influence between TikTok variables on Sales variables. The criterion for hypothesis testing is to reject H_0 if t counts, t tables, and vice versa. For the distribution of t used $dk = (n-2)$ and $\alpha = 0.05$ obtained 1.446. So it can be seen that t counts $> t$ table ($7.737 > 1.446$) or sig ($0.000 \leq 0.05$), so it can be concluded that H_0 is rejected and H_a is accepted, so there is an influence of TikTok in increasing sales. The results of this study show that based on the t-test for promotional variables on social media, TikTok has a positive and significant influence on product purchase decision variables. Positive means

that if the promotion on TikTok social media is good, it will affect product purchase decisions. This research is relevant to research (Sanjaya, 2015) showing that media social marketing brought a significant impact on product sales increase. The results showed that promotion through Instagram social media significantly influences purchasing decisions. In realizing success, marketing activities carried out by the company must determine the promotion strategy. The promotion strategy combines promotional elements or equipment, such as advertising, direct marketing, sales promotion, and public relations (Nufus & Handayani, 2022). The above statement is in line with Dwiyanti & Fitri's research (2021) that social media has an essential role in increasing the sales volume of products because it is based on very rapid technological advances that encourage some business people to use social media as a tool to market their products.

Conclusion

Based on research and discussion about the influence of TikTok in Increasing Sales, it can be concluded that there is a positive and significant influence between TikTok in increasing sales. The magnitude of TikTok's effect in increasing sales can be seen from *R Square* by 64.5%; TikTok affects Sales, while other factors outside this study influence 35.5%. The results showed a positive and significant influence between TikTok in increasing sales. Therefore, it is necessary to formulate implications in this case. The study results show that TikTok's impact on increasing sales is significant. The results of this study show the influence of TikTok in increasing sales. Researchers realize there are still shortcomings in this study. This research is expected to provide a good picture so readers know TikTok is growing in sales. Researchers are then likely to be able to develop and measure each variable more deeply and improve existing research supported by the latest information following what is experienced so that researchers and readers can feel the study's benefits and results.

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