



THE INFLUENCE OF MARKETING AND PROMOTION ON PURCHASING DECISIONS THROUGH TIKTOK SOCIAL MEDIA ON NAJWA FRUIT SALAD DESSERT AT LAKARSANTRI SURABAYA

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Article info	ABSTRACT
<p>Corresponding Author:</p> <p>Wardatus Azka Assanada nadaamovv30@gmail.com Sekolah Tinggi Ilmu Ekonomi IBMT, Surabaya</p>	<p>This study investigates the influence of marketing and promotion through TikTok on purchasing decisions for Najwa Fruit Salad Dessert in Lakarsantri. Using a quantitative approach, data was collected from consumers via questionnaires and analyzed with SPSS version 20. The results show that the Marketing variable (X1) has a positive and significant effect on Purchasing Decisions (Y). However, the Social Media variable (X2) shows a negative and insignificant effect when tested partially. Simultaneously, Marketing and Social Media variables significantly influence purchasing decisions. This highlights the importance of effective marketing strategies to boost consumer buying behavior through TikTok.</p> <p>Keywords: <i>marketing, social media, TikTok, purchase decision</i></p>
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INTRODUCTION

In the ever-evolving digital era, companies are required to be able to adapt to technology, especially in the field of marketing. Today, business competition lies not only in product quality, but also in effective promotional strategies. Digital technology, especially the internet and smartphones, allows companies to reach consumers more widely and quickly. One of the widely used media is social media, such as TikTok. According to Tjiptono and Diana (2020), the definition of Marketing can include a situation where buyers and sellers come together to conduct transactions related to goods or services.

TikTok is now a popular platform for promoting products, including in the culinary sector. Social media is not only a place to share information, but also a means of building social relationships and attracting the attention of potential consumers. Social media can be considered an online medium that helps users form social bonds by building relationships with others (Watie 2016). In Indonesia, internet usage reaches an average of 8 hours and 36 minutes per day, with smartphones as the main device to access social media. Food businesses can achieve success through several elements like the promotional strategies implemented by business actors when marketing their business. Business actors can use TikTok social media to carry out promotional activities. If promotion is carried out effectively and efficiently, the

competitiveness of the product will continue to increase (Abdul Rahin Bin Hamdan et al., 2018).

According to Hasiholan (2020). In addition, users can choose a variety of synchronous music options by using their wishes. This allows them to produce short videos based on their creativity and the music they love. In addition, the Tiktok software offers many features that help its users, such as timers, start and end recordings, and others.

One example of the use of TikTok in culinary promotion is Najwa Fruit Salad Dessert located in Lakarsantri, Surabaya. Since its establishment in May 2021, Najwa Fruit Salad has been able to attract consumer interest and sell up to 500 servings per day, even reaching 1,000 servings on weekends. The TikTok account @DessertSaladbuah.ByNajwa_ actively uploads interesting promotional content, which can increase the number of followers and attract new customers.

Seeing this phenomenon, the author is interested in researching how marketing and promotion through TikTok social media influence purchase decisions on Najwa Fruit Salad Dessert products in Lakarsantri, Surabaya. Based on the background that has been explained above, the formulation of the problem in this study can be formulated as follows: Does Marketing Affect Purchasing Decisions Through social media TikTok on *Najwa* Fruit Salad Dessert at Lakarsantri Surabaya? and Does Promotion affect the purchase decision through social media TikTok on the *Najwa* fruit salad dessert at Lakarsantri Surabaya?

Based on the formulation of the problem that has been described above, the objectives of this study are as follows: to find out the influence of marketing on purchasing decisions through social media TikTok on *dessert* *Najwa* fruit salad in Lakarsantri Surabaya? and to find out the Influence of Promotion through TikTok social media on the purchase decision on *fruit salad desserts* at Lakarsantri Surabaya

METHOD

The type of research used by the author is a type of quantitative research. Quantitative research is a research approach that uses data and can then be measured numerically to answer research questions and test hypotheses. This approach collects data in the form of numbers and analyzes them using statistical techniques. In this quantitative study, there are two variables, namely independent variables (independent variables) which include Marketing (X1) and social media (X2) and related variables (dependent variables) which include Purchase Decisions as variables (Y). The data collection technique used an instrument in the form of a 4 – 1 Likert scale questionnaire from strongly disagree to strongly agree. Obtained directly from the source, without going through intermediaries in the preparation of this study, the primary data used is data in the form of responses from consumers of *Najwa* fruit Dessert Salad in the Lakarsantri District area of Surabaya city. Data collection can be done by distributing a questionnaire in the form of a google form. Therefore, the data collection method used by the researcher is a questionnaire. Sugiyono (2020) stated that a questionnaire is a data collection method in which a series of questions or written statements are given to respondents. With that, the researcher distributed a questionnaire directly filled out by *Najwa* fruit Dessert Salad

consumers in the Lakarsantri sub-district area of Surabaya city. to measure the influence of Marketing and Promotions on purchasing decisions.

RESULT AND DISCUSSION

Finding

Table 1. Table of Respondents Gender

Gender	Frequency N = 150	Percentage
Male	34	22,7 %
Woman	116	77,3 %

Based on Table 1, Showing that most of the respondents are dominated by women as it is known that as many as 76% of respondents are women, it can be said that most consumers of Najwa fruit Dessert Salad in Lakarsantri District, Gresik Regency are dominated by women.

Table 2. Table of Respondents by Age

Gender	Frequency N = 150	Percentage
17- 20 Years	11 People	7 %
20- 21 Years	105 People	70 %
31- 40 Years	25 People	17%
41- 45 Years	9 People	6%

Based on Table 2 above, it can be seen that the majority of respondents are aged 21-30 years with a total of 105 people (70%). Based on the data that has been processed, the buyers of Najwa fruit salad desserts are dominated by the age group of 21-30 years.

Table 3. Marketing Reliability Test(X1)

Reliability Statistics	
Cronbach's Alpha	N Of Items
.657	10

Source: Data Processing Results from SPSS VP1

Table 3 above can be proven that the reliability test on the Marketing Variable (X1) of 10 statements obtained a Cronbach's Alpha value of 0.657. Therefore, it can be concluded that the statement of the effectiveness variable is declared valid and is suitable as a measurement of research variables.

Table 4. Social Media Reliability Test(X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.732	12

Source: Data Processing Results from SPSS V25

Table 4 above can be proven that the reliability test on the social media variable (X2) of 12 statements obtained a Cronbach's Alpha value of 0.732. Therefore, it can be concluded that the statement of the productivity variable is declared valid and is suitable as a measurement of research variables.

Table 5. Purchase Decision Reliability Test (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.619	8

Source: Data Processing Results from SPSS V25

Table 5. It can be proven that the reliability test on the Purchase Decision variable (Y) of 8 statements obtained Cronbach's Alpha value of 0.619. Therefore, it can be concluded that the statement of the purchase transaction variable is declared valid and is suitable as a measurement of research variables

Discussion

The Influence of Marketing on Purchase Decisions

Based on the results of the analysis in Table 4.16, it is known that the Marketing variable has a significant value of 0.000, which is smaller than the error level of 0.05, and a calculated t-value of 5.221. Therefore, it can be concluded that the Marketing variable has a positive and significant effect on the Purchase Decision variable.

This means that the more effective the marketing strategy is carried out, the greater the influence on the increase in consumer purchase decisions for Najwa Fruit Salad Dessert products in Lakarsantri, Surabaya. This shows that consumers respond positively to marketing activities, both in terms of promotion, product communication, and content presentation.

This finding is in line with the research of Rahayu Kusuma Wardani Moody Manalu (2021) in his journal entitled *"The Influence of Marketing Mix on Purchase Decisions on the Shopee Marketplace"*, where marketing mix has been proven to have a positive and significant influence on purchase decisions.

In addition, the survey results also show that consumers have different perceptions of marketing: some consumers make purchasing decisions based on product image (brand image), while others do not make product image the main factor in making purchase decisions.

The Influence of Social Media on Purchase Decisions

The results of the analysis in Table 4. It shows that the Social Media variable has a significant value of 0.000, smaller than the error level of 0.05, and a t-value of 4.305. Thus,

it can be concluded that the Social Media variable has a positive and significant effect on the Purchase Decision variable.

This shows that the more active the use of social media, especially TikTok, in promotional activities, the greater its influence on the increase in consumer purchase decisions. The use of engaging in short videos, creative content, and direct interaction with the audience through comments and likes to make TikTok an effective promotional medium.

These results are consistent with the findings of research by Atika Mustapa, Rizan Machmud, and Djoko L. Radj (2022) entitled "*The Influence of Social Media Use on Purchase Decisions in Jiksau Food MSMEs*", which states that social media has a positive and significant effect on MSME income. The more promotions are carried out through social media, the higher the level of consumer recognition and purchase decisions for the product.

CONCLUSION

Based on the results of the research that has been conducted on 150 respondents, it can be concluded about the Influence of Marketing and Promotion on Purchase Decisions through TikTok social media on Najwa Fruit Salad Dessert at Lakarsantri Surabaya as follows:

Marketing (X1) has a positive and significant effect on Purchase Decisions (Y)

The results of the t test in Table 4.16 show that $t \text{ count} = 5.221 > t \text{ table} = 1.6552$ with a significance value of $0.000 < 0.05$. This means that the better the marketing activities carried out, the higher the consumer purchase decision for the Najwa Fruit Salad Dessert product in Lakarsantri, Surabaya.

Promotion or Product Quality through TikTok social media (X2) has a significant effect on Purchase Decisions (Y)

Although it was previously stated that it had no positive effect, the results of the t-test showed that the $t \text{ count} = 4.305 > t \text{ table} = 1.6552$ and the significance value was $0.003 < 0.05$, which means that there is still a significant influence, although the direction of influence may not be as strong as marketing. Therefore, promotion through social media still contributes to purchasing decisions, but it needs to be improved in effectiveness and consistency so that the results are more optimal.

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