Analysis of The Influence of Tiktok Social Media on Purchase Intention

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ARTICLE INFO	ABSTRACT
  	TikTok social media initially the application provided entertainment through interesting videos, currently the TikTok application has launched its newest feature, namely e-commerce or online buying and selling transactions called TikTok shop live which facilitates the promotion process and can generate quite large profits. This study adopts a quantitative research method with a descriptive design. In this study it can be seen that electronic word of mouth, product quality, and brand image have an influence in creating purchase intention on Cushion products of the Somethinc, Maybelline, Skintific, Luxcrime, and Wardah brands. Managerial implications that can be taken for Cushion business actors to focus more on marketing strategies to improve product quality, build brand image, and utilize electronic word of mouth as a tool in influencing consumer purchasing decisions.

1. INTRODUCTION

In the era of globalization, the progress of communication technology and the internet is very rapid. Through internet connections, individuals with each other around the world can talk with the help of electronic communication networks connected by connections between computer networks.(Mariam, 2022). The rapid development of the internet has made social media increasingly varied. In recent years, internet users have been more enthusiastic about sharing happy moments on social media. Social media offers measurable and instant feedback that is aligned with the online image.(Sukmayadi et al., 2024). The Internet also provides businesses with the ability to reach a wider audience at a more cost-efficient rate.

Technological advancements have made the dissemination of information better, and with the popularity of social media app users are starting to realize this opportunity and changing the way they do business.(Mariam & Aryani, 2023). TikTok social media initially the application provided entertainment through interesting videos, currently the TikTok application has launched its newest feature, namely e-commerce or online buying and selling transactions called TikTok shop live which facilitates the promotion process and can generate quite large profits.(Adawiyah, 2020). Based on data in July 2024, Indonesia has the largest number of TikTok users in the world, which is almost 157.6 million users.

Online buying and selling transactions on TikTok social media are an effective strategy to introduce products directly through electronic communication without requiring high marketing costs. TikTok online sales give rise to electronic word of mouth (eWOM). The emergence of eWOM brings problems in the form of fake reviews spread on TikTok.Wu et al. (2020)stated that there were as many as 10.3% of online products detected to have manipulated reviews. Several studies have found that some companies are willing to hire someone to write fake reviews containing positive product reviews to improve the product's brand image in the eyes of consumers, in addition, companies have the opportunity to hire someone to write fake reviews containing negative product reviews on similar competitor products with the aim of bringing down competitors in the eyes of consumers(Salminen et al., 2022). Product reviews as part of EWOM will have a serious impact on consumer purchasing decisions.

*Electronic word of mouth*is a dynamic and broad flow of information between previous, current and potential consumers about a brand or service that is accessed online and can be seen by everyone.(García-de-Blanes-Sebastián et al., 2024). Theoretically,Haro-Sosa et al. (2024)defines electronic word of mouth as the provision of information delivered between individuals on the internet about a brand, service, or product that can increase consumer purchasing power. Electronic word of mouth (eWOM) is the sharing of ideas, comments, and opinions by fellow online users that can influence intentions and behaviors that are communicated verbally through social networks on the internet.(Xu et al., 2024).

*Product quality*is the ability of a product to work for a long time, be reliable, and be repaired to facilitate smooth operation.(Noranee et al., 2021). Product quality is a series of capabilities in the nature of goods or services as an attribute of a product that shows uniqueness or special features to compete with other competitors in the target market.(Mahsyar & Surapati, 2020).Mariam et al. (2022)explains that product quality has eight dimensions of quality products, namely performance, features, reliability, level of product conformity, durability, speed and ease of repair, aesthetics, perception of quality.

In the marketing concept, brand image is defined as an important factor that influences consumer decisions and refers to the number of beliefs, ideas and impressions a person has in deciding to make a repeat purchase.(Chan et al., 2020).Hofmann et al. (2019)defines brand image as the utility that consumers obtain from a brand to reflect the evaluation of brand associations embedded in consumers. Brand image is a concept of rational or emotional perceptions that customers associate with a particular brand defined as a set of associations related to consumer memory of the brand.(Rodrigues et al., 2022). Brand image indicators according toThe Truth (2019)divided into three, namely product attributes, consumer benefits, and brand personality. Product attributes are all things related to the brand, consumer benefits are the usefulness of the product from the brand, while brand personality is the association of a brand's personality when considered human.

According toPeña-García et al. (2020), purchase intention is an indicator to test the implementation of new distribution channels, helping managers in deciding the right geographic area and consumer segment implementation. Purchase intention is the desire and willingness of individuals to buy goods or products that can add utility value by sacrificing some of their money.(Khan et al., 2021).Rizwan et al. (2021)defining purchase intention as a plan and desire to purchase a product or service carried out by an individual and refers to the individual's prediction of making repeat purchases.Nguyen & Vu (2022)opines that purchase intention is a dependent variable that plays an important role in guiding behavior, perception of control, and subjective norms that each individual has in an effort to make a purchase of a brand. Purchase intention is the profitability of users and the willingness to buy recommended products after using the social networking site.(Minh et al., 2022).

*Purchase intention*can be successful if supported by electronic word of mouth, product quality, and brand image. Electronic word of mouth and product quality can improve brand image and purchase intention(Kumar et al., 2024). Electronic word of mouth plays an important role in increasing consumer confidence because of reviews from other consumers who have purchased the product. High-quality products can increase consumer confidence and make them more likely to make a purchase.

The purpose of this study is to analyze the relationship between electronic word of mouth (eWOM), product quality, and brand image on purchase intention on the e-commerce feature on TikTok social media.

Based on the literature review, framework of thought, and research concept, the research hypothesis formulated is as follows:
a. *Electronic word of mouth*has a positive effect on purchase intention
b. *Product quality*has a positive effect on purchase intention
c. *Brand image*has a positive effect on purchase intention

2. METHOD

This study adopts a quantitative research method with a descriptive design. Three independent variables will be the focus of analysis in this study, namely: electronic word of mouth, product quality,

brand image, and 1 dependent variable, namely: purchase intention. This research design uses questionnaire data distributed by researchers online through the help of Google Form using social media.

In this study, the compilation of the questionnaire used a Likert scale. The Likert scale is a research scale used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. In this study, the independent (exogenous) variable consisted of electronic word of mouth adapted fromThe Last Supper (2009)consists of 3 statements, product quality is adapted fromNurrahma & Kussudyarsana (2021)consists of 5 statements, and the brand image is adapted fromImtiyaz et al. (2022)consists of 8 statements. While the dependent variable (endogenous) consists of purchase intention adapted fromImtiyaz et al. (2022)consists of 7 statements.

The population in this study were Cushion consumers (Somethinc/Maybelline/Skintific/ Luxcrime/Wardah) who were active in using TikTok social media. The number of samples or respondents in the study was the number of indicators in the variable multiplied by 5-10 times.(Hair et al., 2019). The sample in this study was 5 times the number of statements in the questionnaire with a total of 23 questionnaire statements in this study, so that the total sample obtained was 115 respondents. Thus, the sample used as respondents in this study was 115 respondents with the following criteria: residing in Jakarta, female, aged between 17 and 40 years, knowing Cushion products (Somethinc/Maybelline/Skintific/Luxcrime/Wardah), and TikTok social media users.

The data analysis method in this study was assisted by using statistical software, namely SPSS. Analysis that has more than one independent variable is called multiple linear regression analysis. Multiple linear regression techniques are used to determine whether or not there is a significant influence of two or more variables, namely: Electronic Word of Mouth (X1), Product Quality (X2), Brand Image (X3) on Purchase Intention (Y).

a. **Validity and Reliability Test**
   Validity test is the degree of speed between the data that actually occurs in the research object and the data that can be reported by the researcher. Thus, valid data is data that does not differ between the data reported by the researcher and the data that actually occurs in the research object.(Sugiyono, 2016). Reliability (degree of consistency) is a measure that shows how highly an instrument can be trusted or relied upon, meaning that reliability concerns the accuracy (in the sense of consistency) of the measuring instrument.

b. **Multicollinearity Test**
   The multicollinearity test aims to test whether the regression model finds a correlation between independent variables. A good regression model should not have a correlation between independent variables. An analysis is said to have no symptoms of multicollinearity if the VIF (variance inflation factor) value <10.

c. **Heteroscedasticity Test**
   The heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residuals of one observation to another. If the variance from the residuals of one observation to another remains constant, it is called homoscedasticity, and if one observation to another is different, it is called heteroscedasticity. A good regression model is one that is homoscedastic or does not have heteroscedasticity.

d. **Normality Test**
   This test aims to test whether in the regression model. The easiest way to see normality is graphical analysis. Graphical analysis is used to see the normality of data by looking at the histogram graph and the normal probability curve.

e. **Multiple Linear Regression Analysis**
   Multiple linear regression analysis is needed to determine the regression coefficients and significance so that it can be used to answer the hypothesis. In conducting multiple linear regression analysis by conducting a t-test to test partially and an F-test to test simultaneously.

The t-test is used to determine the influence of independent variables individually (partially) on the dependent variable. The t-test is seen from the significance value (Sig.) or the comparison of the calculated t value with the t table, if the Sig. value <0.05 or calculated t> t table then the independent variable partially influences the dependent variable. The F test is used to see the effect of variable X on variable Y simultaneously (simultaneously) by looking at the significance value (Sig.) or F value. If the Sig. value < 0.05 or the calculated F value > F table, then variable X simultaneously affects variable Y.

3. RESULTS AND DISCUSSION

Results

Based on the results of the questionnaire that has been distributed online using google form, 115 respondents were collected. All respondents are female and live in Jakarta. Most of the respondents' ages are dominated by 17-28 years old with 88 respondents (77%) and a small number of respondents aged 29-40 years as many as 27 respondents (23%). The first rank of 62 respondents (54%) are students who use Cushion, the second rank of Cushion users are employees with a total of 46 respondents (40%), and as many as 7 respondents (6%) of Cushion users have other jobs.

The first rank of the most favorite Cushion used by respondents comes from the Skintific brand with a total of 41 respondents (36%). The second rank of Cushion users is occupied by two different brands, namely Somethinc and Wardah, respondents who use Somethinc Cushion are 27 respondents (23%) and respondents who use Wardah Cushion are 26 respondents (23%). The rest come from Maybelline Cushion users with a total of 13 respondents (11%) and Luxcrime Cushion users with a total of 8 respondents (7%).

Validity and reliability tests as a pre-test on 30 respondents have been conducted in this study, the measurement results show that all variables are considered valid and reliable. After conducting a validity test on all variables, the results showed that r count> r table (0.3610) then there are no statements in the questionnaire that should be removed because all statements are considered relevant. In addition to seeing r count> r table, the validity test can also be seen from the Sig. value. (2-tailed) <0.05 and the Pearson correlation is positive. The results of the validity test show that all variables have a Sig. value. (2-tailed) <0.05 and all variables have a positive Pearson correlation, so all variables are considered valid.

Table 2. Validity Test Results

No	Variables	No item	r count	r table	Information
1	*Electronic Word of Mouth (EWOM)*	EWOM 01	0.849	0.3610	Valid
		EWOM 02	0.798	0.3610	Valid
		EWOM 03	0.766	0.3610	Valid
2	*Product Quality (PQ)*	PQ 01	0.745	0.3610	Valid
		PQ 02	0.820	0.3610	Valid
		PQ 03	0.893	0.3610	Valid
		PQ 04	0.833	0.3610	Valid
		PQ 05	0.868	0.3610	Valid
3	*Brand Image (BI)*	BI 01	0.624	0.3610	Valid
		BI 02	0.641	0.3610	Valid
		BI 03	0.846	0.3610	Valid
		BI 04	0.884	0.3610	Valid
		BI 05	0.789	0.3610	Valid
		BI 06	0.718	0.3610	Valid
		BI 07	0.876	0.3610	Valid
		BI 08	0.777	0.3610	Valid
4	*Purchase Intention (PI)*	PI 01	0.807	0.3610	Valid
		PI 02	0.831	0.3610	Valid
		PI 03	0.579	0.3610	Valid
		PI 04	0.785	0.3610	Valid

		PI 05	0.778	0.3610	Valid
		PI 06	0.818	0.3610	Valid
		PI 07	0.819	0.3610	Valid

Table 3. Reliability Test Results

Variables	*Cronbach's Alpha*	Comparative Alpha	Information
Electronic Word of Mouth (EWOM)	0.717	0.6	Reliable
Product Quality (PQ)	0.884	0.6	Reliable
Brand Image (BI)	0.891	0.6	Reliable
Purchase Intention (PI)	0.888	0.6	Reliable

Classical assumption test analysis was also conducted in this study by looking at the normality test, multicollinearity test, and heteroscedasticity test. The normality test was conducted by looking at the significance value (Sig.) > 0.05, so the research data was normally distributed. After the normality test was conducted, the significance value of Asiymp.Sig (2-tailed) was obtained at 0.074, which means > 0.05, so it can be concluded that the data is normally distributed. The multicollinearity test was conducted by looking at the Tolerance value and VIF value. After the multicollinearity test was conducted, the Tolerance value was obtained > 0.010 and the VIF value <10.00, so it can be concluded that there is no correlation between the independent variables or there is no multicollinearity. The heteroscedasticity test was conducted by looking at the significance value (Sig.) > 0.05, so there are no symptoms of heteroscedasticity. After the heteroscedasticity test was conducted, the significance value (Sig.) was obtained on all variables > 0.05, so it can be concluded that there is no heteroscedasticity.

Table 4. Results of the Kolmogorov-Smirnov Normality Test

Kolmogorov-Smirnov test	Unstandardized Residual
Kolmogorov-Smirnov Value	0.074
Sig.	0.073

Table 5. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Electronic Word of Mouth(EWOM)	0.663	1,507
Product Quality (PQ)	0.403	2,483
Brand Image (BI)	0.416	2,401

a. Dependent Variable: Purchase Intention

The multiple linear regression analysis test produces the following equation:

$$Y = 2.932 + 0.232 + 0.209 + 0.562 + e$$

The regression model above states that the constant has a positive value of 2.932, which means that there is a direct influence between the independent variable and the dependent variable. The electronic word of mouth, product quality, and brand image variables have positive values, indicating

that for every 1% increase, the purchase intention variable will increase according to the value of the regression coefficient on each variable.

Table 6. F Test Results

Model	F	Sig.
Regression	91,434	<0.001b

a. Dependent Variable: Purchase Intention
b. Predictors: (Constant), Electronic Word of Mouth, Product Quality, Brand Image

The F test is used to see the effect of variable X on Y simultaneously by looking at the significance value (Sig.) or F value. If the Sig. value <0.05 or F count> F table, then variable X simultaneously affects variable Y. From the results of the study on the F test, the Sig. value was obtained as <0.001, which means the Sig. value <0.05. The F count result was 91.434 while the F table was 2.70, which means the F count value> F table. It was concluded that the electronic word of mouth, product quality, and brand image variables simultaneously had a significant effect on the purchase intention variable.

Table 7. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	0.844a	0.712	0.704	2,218

a. Predictors: (Constant), Electronic Word of Mouth, Product Quality, Brand Image

The coefficient of determination (R2) test is used to predict the magnitude of the contribution of the influence of independent variables simultaneously on the dependent variable. After conducting the coefficient of determination test, the R2 value was obtained as 0.712. This value means that the product quality and brand image variables simultaneously have a significant effect on the purchase intention variable of 71.2%. While the remaining 28.8% is influenced by other variables not examined in this study.

The t-test is used to determine the influence of independent variables individually (partially) on the dependent variable. The t-test is seen from the significance value (Sig.) or the comparison of the calculated t value with the t table, if the Sig. value <0.05 or calculated t> t table then the independent variable partially influences the dependent variable. From the results of the t-test study, the results of the significance value (Sig.) <0.05 on all variables. While the calculated t> t table (1.983) on all variables. Furthermore, the model used is able to explain the following hypothesis:

Hypothesis	Hypothesis Statement	T Count	Sig.	Information	Conclusion
H1	*Electronic Word of Mouth* positively influences Purchase Intention	2,206	0.009	Data supports the hypothesis	**H1 accepted**
H2	*Product Quality* positively influences Purchase Intention	2,041	0.002	Data supports the hypothesis	**H2 accepted**
H3	*Brand Image* positively influences Purchase Intention	8,087	<0.001	Data does not support the hypothesis	**H3 accepted**

Source: Data processed by the author, 2025

Based on the analysis results from the table above, it means that all hypotheses are accepted.

Discussion

*Electronic word of mouth*has a positive effect on purchase intention in line with studies(Khan et al., 2023). This study informs that reviews, recommendations, or information spread by other consumers

through electronic platforms, such as social media or online forums, play an important role in influencing purchasing decisions. The more positive eWOM received by potential buyers, the higher their intention to make a purchase. This indicates that trust in other people's experiences is a key factor in the consumer decision-making process.

*Product quality*able to influence purchase intention. This can be stated that the Cushion products owned by each brand, both Somethinc / Maybelline / Skintific / Luxcrime / Wardah brands have product quality in accordance with standard provisions so as to encourage consumer purchase intention. ResearchHaitao (2022)explains that good product quality drives consumer satisfaction and many consumers prioritize quality over price. Products that have high quality not only meet consumer expectations, but can also build trust and satisfaction, which ultimately drives purchase intentions. Consumers tend to be more interested in buying products that are considered to have good quality and are reliable.

*Brand image*has a positive effect on purchase intention. A positive, strong, and trustworthy brand image plays a crucial role in shaping consumer perceptions of a product or service. Brands with a good image tend to attract consumer interest and increase their desire to buy. The results of this study are in accordance with the studyJulia & Yanti (2022)that a positive brand image drives consumer perception and recall. This shows that efforts to build and maintain a positive brand image are an important strategy for companies to increase consumer purchasing intentions.

4. CONCLUSION

In this study, it can be seen that electronic word of mouth, product quality, and brand image have an influence in creating purchase intention on Cushion products of the Somethinc, Maybelline, Skintific, Luxcrime, and Wardah brands. In today's era, Cushion products are very popular with women of various ages and are included in the top product sales on the TikTok e-commerce platform. Each brand has its own characteristics and advantages of each Cushion product that is promoted to attract consumer purchasing intentions in large numbers.

This study has several limitations that need to be improved. First, the research respondents only came from the Jakarta area. In further research, it is recommended to conduct research with broader respondent domicile criteria. Second, this study only compared 5 Cushion brands. In further research, it is recommended to conduct research on Cushion products using certain categories so that all Cushion brands can be studied. Third, this study only focused on three independent variables. In further research, it is recommended to add other variables such as customer loyalty as an indicator that can influence purchase intention on Cushion products.

Managerial implications that can be taken for Cushion business actors are to focus more on marketing strategies to improve product quality, build brand image, and utilize electronic word of mouth as a tool to influence consumer purchasing decisions.

The suggestion that can be taken from this research, the increasing number of brands that release Cushion products makes business competition increasingly tight. Each brand has its own strategy to attract consumers to buy and be loyal to the Cushion products they have. Companies must be active in innovating, utilizing the development of e-commerce, and listening to complaints or input from consumers and conducting product evaluations periodically.

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