

# Social Media Marketing Strategy and Its Impact on Purchase Decisions: Studi pada Konsumen TikTok Shop

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## Abstrak

The rapid development of information technology has significantly influenced consumer purchasing behavior, including the shift toward using social media platforms such as TikTok Shop. This study aims to examine and analyze the effect of social media marketing comprising content creation, content sharing, connecting, and community building on purchasing decisions among students of the Faculty of Economics, Universitas Pekalongan. This research adopts a quantitative approach with an explanatory method. The sample consists of 100 respondents selected through purposive sampling. Data were collected using questionnaires and analyzed using multiple linear regression with the help of SPSS. The results show that content creation, connecting, and community building have a positive and significant effect on purchasing decisions. However, content sharing does not have a significant influence. Simultaneously, all four independent variables significantly affect purchasing decisions. These findings indicate that social media marketing strategies, particularly on TikTok Shop, can enhance consumer buying decisions when managed effectively through engaging content, social connection, and community involvement.

**Keywords :** Community Building Connecting, Content Creation, Content Sharing, Purchasing Decision, Social Media Marketing, and TikTok Shop.

## Introduction

The rapid development of information and communication technology has fundamentally transformed societal behavior in accessing information and carrying out daily activities, including consumption practices. One of the most significant changes is the shift in how consumers purchase products through digital platforms, particularly social media. In Indonesia, social media usage has increased sharply, with millions of active users engaging daily on platforms such as Facebook, Instagram, and TikTok—not only for entertainment but also as a means of online shopping. TikTok, originally designed as a short-video entertainment platform, has evolved into a social media application that also functions as an e-commerce platform through its TikTok Shop feature. This innovation enables users to purchase products directly within the application after viewing promotional content or product reviews created by influencers and content creators.

This phenomenon has created new opportunities for digital marketing strategies, especially through Social Media Marketing (SMM), which encompasses elements such as content creation, content sharing, connecting, and community building. Each of these elements is believed to influence consumers' purchase decisions. However, previous research has shown varying and sometimes contradictory results. For instance, a study by Muhammad Abdul Aziz (2021) found that content creation did not significantly influence purchase decisions, whereas Farida Karinamatun Nisa (2023) and Lubiana Mileva (2018) reported that all elements of Social Media Marketing had significant effects. Meanwhile, Dwi Alfin Meilana Sari (2022) concluded that only content creation and community building had significant impacts. These inconsistencies highlight a research gap that warrants further investigation, particularly in the context of TikTok Shop, which is relatively new and exhibits unique characteristics compared to other social media platforms.

This study aims to examine and analyze how the four elements of Social Media Marketing influence purchase decisions, focusing on students of the Faculty of Economics at Universitas Pekalongan as the research subjects. This approach is expected to provide empirical contributions to strengthen the understanding of how digital marketing strategies affect the purchasing behavior of young, socially active consumers. Furthermore, this study offers novelty by specifically examining TikTok Shop—an emerging platform that has not been extensively explored in academic research (Nasution et al., 2022). Thus, the findings are anticipated to enrich the literature in digital marketing and information systems while offering practical insights for business actors, particularly MSMEs, in optimizing the use of social media to enhance consumer purchase decisions.

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## Literature Review

## **Purchase Decision**

A purchase decision is a crucial stage in consumer behavior, wherein individuals determine which product or service best fulfills their needs and preferences. According to Fahmi (2016), a purchase decision refers to the consumer's action in selecting a product as a solution to their needs. Peter and Olson (2013) describe this process as a goal-oriented problem-solving activity, while Kotler and Keller (2016) outline five sequential stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. These stages involve both rational and emotional considerations and are influenced by various factors such as perception, experience, and the information available to consumers. Kotler and Armstrong (2011) emphasize that these stages represent a systematic cognitive process undertaken before and after the purchase. Sunyoto (2013) further classifies the factors influencing purchase decisions into three categories: individual factors (personal needs, lifestyle, attitudes, and brand perception), environmental factors (social influence from family, friends, and community), and marketing stimuli (promotional efforts and marketing strategies designed to shape consumer preferences). In this study, the purchase decision serves as the dependent variable influenced by various dimensions of Social Media Marketing, particularly within the context of TikTok Shop.

## **Social Media Marketing**

In the digital era, social media has emerged as a vital channel for marketing activities. Businesses no longer rely solely on direct selling but also utilize platforms such as TikTok, Instagram, Facebook, and Twitter (X) to broaden consumer reach and foster two-way communication. Social Media Marketing refers to marketing strategies that leverage digital interactions to enhance brand awareness, strengthen customer relationships, and stimulate purchase decisions. Gunelius (2011) defines social media marketing as a set of direct and indirect activities conducted through digital platforms—such as blogs, microblogs, social networks, and content-sharing sites—to build brand recognition and drive consumer action. Meanwhile, Weinberg (2009) asserts that social media marketing involves promoting products or services through online communities that offer broader reach compared to traditional channels. Gunelius (2011) proposes four major dimensions of effective social media marketing: content creation, content sharing, connecting, and community building. Content creation focuses on producing engaging, relevant, and consistent content that reflects the brand's identity. Content sharing involves distributing content widely across social networks to maximize reach and potential virality. Connecting refers to building two-way interactions that foster trust and loyalty. Lastly, community building emphasizes developing a cohesive digital community whose members actively engage with and advocate for the brand. Together, these four elements strengthen the relationship between consumers and brands, ultimately influencing their purchasing behavior—particularly on video-based platforms such as TikTok Shop.

## **Hypothesis Development**

Content creation plays a key role in shaping consumer perceptions and building trust through engaging, informative, and consistent content. Gunelius (2011) highlights that content representing a brand's personality strengthens credibility and loyalty, while Hardey (2011) notes that consumers are more inclined to make purchases when content originates from a recognizable and trustworthy source. Thus, H1: Content creation has a positive and significant effect on purchase decisions.

Content sharing expands audience reach and increases the likelihood of widespread message acceptance. Easily shareable content, such as digital promotions or discount vouchers, can create viral effects and directly influence purchasing decisions (Gunelius, 2011; Bahtar & Muda, 2016). Therefore, H2: Content sharing has a positive and significant effect on purchase decisions.

Connecting, characterized by interactive and two-way communication between consumers and sellers, enhances emotional ties, builds trust, and affects purchase behavior. Alsubagh (2015) emphasizes that relational engagement in social media encourages active participation and purchase intention. Hence, H3: Connecting has a positive and significant effect on purchase decisions.

Finally, community building strengthens online consumer loyalty through social interaction and peer influence within digital communities. Gunelius (2011) and Chang (2016) assert that strong communities and the presence of opinion leaders can significantly shape consumer perceptions and reinforce purchase decisions. Accordingly, H4: Community building has a positive and significant effect on purchase decisions. Tinjauan pustaka merupakan hasil penelitian terdahulu dalam topik penelitian yang dibahas dan juga merupakan inti teoritis dari sebuah artikel. Tujuan dari tinjauan pustaka adalah untuk "melihat kembali" (re + view) apa yang telah dilakukan oleh peneliti lain terkait topik tertentu (Leedy & Ormrod, 2005, hlm. 70). Tinjauan pustaka merupakan sarana untuk mencapai tujuan, yaitu untuk memberikan latar belakang dan menjadi motivasi bagi tujuan dan hipotesis yang memandu penelitian seseorang (Perry et al., 2003, hlm. 660).

## **Methods**

The type of research used in this study is correlational research. According to Ghozali (2016), correlational research aims to determine the extent of the relationship between two or more variables, where changes in one variable may influence variations in another. In this study, the independent variables, which function as causal variables, consist of four dimensions of Social Media Marketing, namely Content Creation, Content Sharing, Connecting, and Community Building. Meanwhile, the dependent variable, which serves as the effect variable, is Purchase Decision. The research focuses on students of the Faculty of Economics at the University of Pekalongan who have previously made purchases through TikTok Shop. This group was selected because they represent digital natives who are highly active on social media and demonstrate strong tendencies toward online transactions, particularly through social commerce platforms.

According to Ghozali (2016), a sample is a subset of the population that possesses the characteristics of that population. Therefore, a representative sample is required to ensure that it accurately reflects the entire population. Since the population in this study exceeds 100 individuals, the sample size was determined using the Slovin formula, resulting in a total of 100 respondents. The data analysis technique employed in this research is multiple linear regression, utilizing SPSS version 25. This analysis is used to examine both the simultaneous and partial effects of each independent variable on the dependent variable. The testing procedure also includes classical assumption tests—such as normality, multicollinearity, and heteroscedasticity—to ensure that the data meet the required conditions for the linear regression model.

## **Findings and Discussion**

### **Effect of Content Creation on Purchase Decision**

Based on the results of multiple linear regression analysis, the t-value for the Content Creation variable is 2.813 with a significance level of 0.006. Since the significance value is lower than 0.05 ( $0.006 < 0.05$ ), it indicates that Content Creation has a positive and significant effect on Purchase Decision. Thus, the first hypothesis is accepted. The phenomenon observed on TikTok Shop shows that attractive and consistent content—such as informative product videos and professionally designed visuals—successfully attracts the attention of students at the Faculty of Economics, Universitas Pekalongan, encouraging them to purchase products. Well-designed content functions not only as an informational tool but also helps build trust and emotional connection between consumers and brands. This finding is supported by respondents' answers to statement X1.3: "I am more interested in purchasing if the content is attractive and informative," in which the majority agreed or strongly agreed, indicating that content quality is a key determinant in purchase decisions. These results are consistent with previous studies by Lubiana Mileva (2018) and Dwi Alfin Meilana Sari (2022), which also found that Content Creation significantly influences purchase decisions. However, the findings differ from Muhammad Abdul Aziz (2021), who reported that Content Creation did not significantly affect the purchase of mobile phones, suggesting that the effect of content may vary depending on product characteristics and target audience.

### **Effect of Content Sharing on Purchase Decision**

The regression results show that the t-value for the Content Sharing variable is 1.926 with a significance level of 0.058. Since this value is greater than 0.05 ( $0.058 > 0.05$ ), Content Sharing is found to have no significant effect on Purchase Decision. Therefore, the second hypothesis is rejected. The phenomenon in TikTok Shop indicates that although students often share product-related content, this behavior does not directly influence their intention to purchase. This may be due to the shared content not being convincing enough or not relevant to their needs. Respondents' answers to statement X2.2: "I often share interesting product content," showed that many agreed; however, this sharing activity did not translate into actual purchase decisions. These results align with findings from Dwi Alfin Meilana Sari (2022), who also discovered that Content Sharing does not significantly influence purchase decisions for fast-food products. On the other hand, the findings differ from Lubiana Mileva (2018), who reported a significant influence. This suggests that the effectiveness of Content Sharing in driving purchases is highly context-dependent, influenced by the type of product and consumer characteristics.

### **Effect of Connecting on Purchase Decision**

The regression analysis indicates that the t-value for the Connecting variable is 1.648 with a significance level of 0.104. Since this value exceeds 0.05 ( $0.104 > 0.05$ ), Connecting is concluded to have no significant effect on Purchase Decision, and therefore the third hypothesis is rejected. Although two-way communication exists between sellers and consumers on TikTok Shop—s ' through comment replies or live streams—these

interactions have not been sufficient to influence students' purchasing behavior. Responses to statement X3.3: "I feel connected with sellers through social media," were varied, indicating that the level of perceived social connection is not consistent among respondents. This finding is consistent with the study by Dwi Alfin Meilana Sari (2022), which also revealed that Connecting does not significantly influence purchase decisions. Although Lubiana Mileva (2018) found that Connecting had a simultaneous effect, its partial influence was not dominant. This suggests that building connections alone is not enough; it must be supported by strong content and an active community.

### Effect of Community Building on Purchase Decision

The regression analysis shows that the Community Building variable has a t-value of 4.370 with a significance level of 0.000. Since this value is far below 0.05 ( $0.000 < 0.05$ ), Community Building is found to have a positive and significant effect on Purchase Decision, and thus the fourth hypothesis is accepted. The phenomenon observed on TikTok Shop indicates that active digital communities—such as buyer groups, user comments, and customer testimonials—create a strong sense of trust and social attachment. This leads students to feel more confident about purchasing products after seeing positive experiences shared by other users. Respondents' answers to statement X4.2: "I feel like I am part of a buying community on TikTok Shop," were largely in agreement, demonstrating the importance of community in influencing purchase decisions. These findings support previous studies by Farida Karinatun Nisa (2023) and Dwi Alfin Meilana Sari (2022), which also reported that Community Building has a significant effect on purchase decisions. Well-managed communities not only foster loyalty but also enhance trust and accelerate consumer decision-making.

### Kesimpulan (11pt, tebal)

Based on the findings of this study, it can be concluded that social media marketing—which consists of four key dimensions: content creation, content sharing, connecting, and community building—collectively has a significant influence on purchase decisions on TikTok Shop. Partially, the variables of content creation and community building were found to have a positive and significant effect on purchase decisions. This indicates that attractive, informative, and consistent content, as well as the presence of a solid and active digital community, can encourage consumers, particularly university students, to make purchases. Meanwhile, the content sharing and connecting variables did not individually show a significant influence on purchase decisions, although they still contributed to the overall model. These results suggest that digital marketing strategies on social media will be more effective when focused on producing high-quality content and strengthening online communities that actively engage consumers. Therefore, TikTok Shop and similar business actors can enhance the effectiveness of their marketing efforts by prioritizing creative content development and fostering loyal, interactive customer communities.

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