

# The Role of Tiktok Content in Influence Product Quality and Brand Image on Purchasing Decision

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## ABSTRACT

This research analyzes consumer purchasing decisions regarding the Erigo brand and its determining factors. Survey data was collected using a purposive sampling technique from 196 Erigo brand respondents. Questionnaires were distributed via Google form to consumers who live in Jabodetabek. The data were analyzed using Structural Equation Model (SEM), with WarPLS. The research results show that product quality, brand image, and tiktok content significantly influence purchasing decisions, however, as moderation, tiktok content does not determine the influence of product quality and brand image on purchasing decisions.

**Keywords:** Tik Tok Content, Product Quality, Brand Image, Purchase Decision.

## 1. INTRODUCTION

Rapidly developing information technology has become a causal factor in changing patterns of economic interaction in society. Social media is the main means for business people to interact with consumers through mechanisms that have never been done before, of course in a way that is very different from conventional marketing (Endarwati and Ekawarti 2021).

Tik Tok was launched in 2018 and has experienced rapid development since 2021, in fact recently this platform has been loved by people across generations for various purposes, one of which is used for commercial activities (Maulidizen et al. 2022). Social media such as Tik Tok in modern times is often used as a promotional medium for various goods and services from any sector (Endarwati and Ekawarti 2021). Promotional content is an approach that includes planning, distributing and creating interesting content with the main aim of attracting visitors to see our products (Azizah and Rafikasari 2021). In this case, Tik Tok content can be written, audio, visual and audio visual. An interesting thing that has become a trend that is mushrooming rapidly is the live product demo process, known as live Tik Tok.

Business people are gradually adapting by utilizing social media such as tiktok as an offering and sales platform. This activity aims to continue to improve purchasing decisions, purchasing decisions are defined as selecting and eliminating two or more alternative choices, as well as the consumer evaluation stage in constructing tendencies towards available brands (Astuti et al. 2021). One of the important factors that can have an impact on purchasing decisions for goods or services is product quality (Ernawati, 2019). Product quality is the ability to carry out its function including durability, reliability, ease of use and repair as well as other characteristics (Tjiptono, 2020, p. 125). Apart from product quality, brand image also has an influence on purchasing decisions. Brand image is a series of associations embedded in consumers' minds towards a brand, usually these have been organized into a meaning (Supriyadi, Wiyani, and Ginanjar 2017).

Research results regarding the relationship between product quality and purchasing decisions include (Tirtayasa, Lubis, and Khair 2021) and (Astuti et al. 2021) show that product quality has a significant effect on purchasing decisions. These results are different from research conducted by (Nadiya and Wahyuningsih 2020) where product quality does not significantly influence purchasing decisions. Furthermore, the research results of (Chandra, Ahadiat, and Ramelan 2023) and (Hakim and Juwita 2021) show that brand image has a significant influence on purchasing decisions. Meanwhile (Wowor et al. 2021) and (Tirtayasa, Lubis, and Khair 2021) found the opposite, namely that brand image does not significantly influence purchasing decisions. Regarding the relationship between TikTok content and purchasing decisions, it shows a significant influence from the research results of (Cahyaningtyas and Wijaksana 2021), (Dewi, Edyanto, and Siagian 2019), (Yasin 2021), (Dewi, D. S. et al. 2023). The research gaps identified above are reasons why it is necessary to design a model that explains the relationship between product quality, brand image, and purchasing decisions using TikTok content as a moderating variable. Therefore, this research focuses on the

influence of product quality and brand image on consumer purchasing decisions with TikTok content as a moderating variable.

## 2. RESEARCH METHODS

This research uses a quantitative research design and the nature of this research is associative. Meanwhile, the research method used is a survey using a questionnaire distributed via Instagram and WhatsApp. The research population is all The Indonesian community represents the population in the Jabodetabek area with an unknown population size, this research uses Naresh K. Maholtra (2010) formula and the number of indicators used was 196 participants. The sampling technique used is nonprobability sampling. The approach technique used is purposive sampling. The data analysis method used in this research is Structural Equation Square (SEM) with the WarPLS approach.

The variables in this research are Tik Tok content, product quality, brand image, and purchasing decisions which are analyzed descriptively to determine the average score of respondents which is then interpreted into certain categories. This research uses class interval or class width calculations as interpretation criteria average score to provide an assessment. This study utilizes primary data obtained from respondent statements regarding the factors that influence purchase intentions. The primary data collection involves the use of a research instrument in the form of a statement list, which includes a series of closed statements. These statements are sent to respondents through social media using Google Forms. The data collected includes information about the respondents' characteristics such as gender, age, domicile, and occupation. Additionally, it gathers data on their fashion preferences, with a specific focus on variables such as product quality, brand image, and the brand's ability to convey its message through TikTok content.

## 3. RESULTS AND DISCUSSIONS

### 3.1. Outer Model Analysis (Measurement Model)

#### 3.1.1. Convergent Validity Test

According to Solimun & Fernandes (2017, p. 39), the convergent validity of the indicator in question is considered to meet the valid requirements if the factor loading or component weight is  $\geq 0.30$ . In this study, 196 respondents were used and it was tested on 60 respondents. The loading factor value for all variable indicators is  $\geq 0.30$ , meaning all variables meet convergent validity.

#### 3.1.2. Discriminant Validity Test

According to Solimun & Fernandes (2017, p. 39), the validity of the discriminant can be said to be valid and discriminant, if the value of the AVE root is greater than the correlation coefficient. The following are the results of discriminant validity.

**Table 1.** AVE and Correlation Coefficient

Variables	Tik Tok Content	Product Quality	Brand Image	Purchase Decision
M	(0.659)	0.271	0.101	0.398
X1	0.271	(0.557)	0.333	0.466
X2	0.101	0.333	(0.648)	0.307
Y	0.398	0.466	0.307	(0.808)

The results of Table 1 show that the AVE value for each variable is greater than the correlation coefficient, this indicates that each variable has a good discriminant validity value.

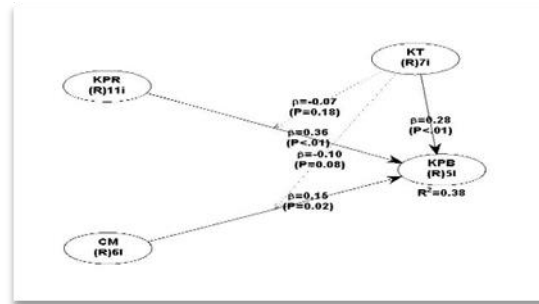
#### 3.1.3. Reliability Test

The highest Composite Reliability value is 0.904 and the lowest value is 0.805, indicating that each variable has met the  $>0.60$  value. Thus, with the highest Cronbach's Alpha value is 0,867 and the lowest value is 0.708, this indicates that each variable has performed the condition, which is a value of  $> 0.60$ , meaning that the research instrument is said to be reliable.

### 3.2. Inner Model Analysis (Structural Model)

Analysis of the structural model or inner model shows the strength of the relationship between latent variables or constructs. The overall inner model evaluation can be seen through the fit and quality indices model. GoF obtained a large result of 0.480 where the fit large criterion was  $\geq 0.36$ , while other fit models such as ARS, AARS, APC, AVIF, AFVIF, SPR, RSCR, SSR, and NLBCDR obtained good and ideal and acceptable results. This means that all quality indicators of this research model are good because they correspond to the data.

### 3.2.1. Hypothesis Testing



**Figure 1** Relationship between variables and moderating variables

The relationship between variables and moderating variable can be seen in Figure 1. Table 2 shows that these studies showed different results for each hypothesis. Hypothesis testing is performed to test predetermined structural models. Solimun & Fernandes (2017, p. 168), says if the P-value  $\leq 0.05$  then it is said to be significant. The following are the overall results of hypothesis testing that has been tested on 196 respondents.

**Table 2.** Path Coefficients Between Variables and Hypothesis Testing

Hypothesis	Variable Relationships	Path Coefficient	P-Value	Information
H1	$X1 \rightarrow Y$	0.36	< 0.001	Accepted
H2	$X2 \rightarrow Y$	0.15	0.02	Accepted
H3	$M \rightarrow Y$	0.28	< 0.001	Accepted
H4	$X1 \rightarrow Y*M$	-0.07	0.18	Rejected
H5	$X2 \rightarrow Y*M$	-0.10	0.08	Rejected

## 4. DISCUSSIONS

Product quality has a significant positive influence on purchasing decisions with a p-value < 0.001. Jabodetabek residents consider the designs offered by Erigo to be quite trendy, apart from that Erigo is also well known as a quality local brand at an affordable price. Therefore, Erigo needs to maintain and improve the quality of the products offered by conducting future research regarding design preferences that are of interest to the market share. But apart from that, Erigo needs to pay attention to materials to increase the feeling of comfort when consumers wear their products. The results of this research are also strengthened by previous research such as that conducted by (Astuti et al. 2021) on the Converse Shoe and also (Desweriel 2022) object on Uniqlo objects, which states that product quality has a positive effect on buying decision

Brand image has a significant positive influence on purchasing decisions with p-value = 0.02. Erigo's consistency in offering the best quality products has been able to build a good brand image in the minds of consumers. Erigo is also considered a local fashion brand with an attractive product variety. However, Erigo is considered necessary to have unique packaging to increase a satisfying first impression. Because careful planning regarding brand positioning can provide long-term benefits for the Company. The results of this research too strengthened by the results of previous research conducted by (Chandra, Ahadiat, and Ramelan 2023) on Maybelline objects, as well as (Hakim and Juwita 2021) on Kopi Petang objects, which stated that brand image has a positive effect on purchasing decisions

Tik Tok content has a significant positive influence on purchasing decisions with a p-value < 0.001. Tik Tok has a live shopping feature that makes it easier for sellers to demo products, as well as allowing consumers to make purchases directly on the same application. So Erigo is able to utilize the Tik Tok platform to increase its sales. The culture of impulsive buying greatly influences the number of purchasing decisions on Tik Tok. The results of this research are strengthened by previous research such as carried out by (Pangiuk and Cahyani 2023) on product objects Shopee and (Puspita and Wulandari 2023) stating that Tik Tok content has a positive and significant effect on purchasing decisions.

Tik Tok content has an insignificant negative role in moderating the influence of product quality on purchasing decisions with  $p$ -value = 0.18. Erigo's Tik Tok content is considered not to be unique enough to generate interaction in describing the quality of its products. The content containing messages about product quality does not receive more attention, meaning that the good quality of Erigo products cannot be strengthened through Tik Tok content presented by the erigo.store account. Results of this research contradicts the results of previous research conducted by (Cahyaningtyas and Wijaksana 2021), (Nabila et al. 2023) on Camilla Beauty masks.

Tik Tok content has a weakly significant negative role in moderating the influence of brand image on purchasing decisions with  $p$ -value = 0.08. It is considered that Erigo's Tik Tok content has not been able to strengthen Erigo's good brand image in the minds of the public. Erigo actually has a fairly strong brand image in the minds of the public, currently Erigo needs to understand how the Tik Tok algorithm works in order to increase brand and company exposure and engagement. Erigo also needs to anticipate and respond to negative responses given by consumers or even competitors regarding anything that could be detrimental to the company, because in this era something that goes viral can influence a person's decisions. Results of this research contradicts the results of previous research conducted by (Dewi, D. S. et al. 2023) on objects Deliwafa outwear products with the Tik Tok account @deliwafastore.

## 5. CONCLUSION

Product quality, brand image and Tik Tok content have a significant positive effect on purchasing decisions with a  $p$ -value of  $<0.001$ ;  $=0.02$ ; and  $<0.001$  respectively, then H1, H2 & H3 are accepted. Thus, product quality, brand image and Tik Tok content are variables that can partially influence purchasing decisions effectively. However, Tik Tok content cannot moderate the influence of product quality or brand image on purchasing decisions. Therefore, companies must be able to utilize social media platforms such as Tik Tok to increase the number of purchasing decisions through delivering more entertaining messages, as well as paying attention to the ease of the payment process and the suitability of the goods received by consumers.

## ACKNOWLEDGMENTS

The research team would like to thank the Faculty of Economics and Business, Muhammadiyah University, Jakarta, which has supported this research so that it was carried out well.

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