

The Determinants of Purchasing Decision: The Moderating Role of Tiktok Content

Hammas Az Zakkiy*, Liza Nora, Siti Hafnidar Harun

Department of Management, Faculty of Economics and Business, Universitas Muhammadiyah Jakarta, Indonesia

*Corresponding author. Email: hammaszakkiy1@gmail.com

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: *TikTok 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 & Ekawarti, 2021). There are at least 8 social media with varying numbers of active users, including YouTube and Facebook which are still the most popular social media in Indonesia. Followed by Tik Tok which has succeeded in beating Instagram in popularity, then followed by Facebook Messenger, Twitter, LinkedIn and Snapchat which do not have as many active users as the other 4 platforms. Monthly active users of the Tik Tok platform in Indonesia reached 109.9 million people (DataReportal, 2023).

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 & 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 & 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. 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 et al., 2017).

Research results regarding the relationship between product quality and purchasing decisions include (Tirtayasa et al., 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 & Wahyuningsih, 2020) where product quality does not significantly influence purchasing decisions. Furthermore, the research results of (Chandra et al., 2023) and (Hakim & Juwita, 2021) show that brand image has a significant influence on purchasing decisions. Meanwhile (Wowor et al., 2021) and (Tirtayasa et al., 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 & Indra Wijaksana, 2021), (Dewi et al., 2019), (Yasin, 2021), (Septiana Dewi 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

2.1. Participant

This research uses a quantitative research design. The quantitative method is a research method that uses data in the form of numbers that can be calculated and obtained from questionnaire calculations related to the problem being discussed. (Sugiyono, 2018, p. 89). The nature of this research is associative, where associative research aims to determine the influence of the relationship between two or more variables. (Sugiyono, 2018, p. 63). Meanwhile, the research method used is a survey using a questionnaire. The survey method is research using questionnaires as a research tool carried out on large and small populations, but the data studied is data from samples taken from that population, so that relative occurrences, distributions and relationships between variables, sociological and psychological, are found. (Sugiyono, 2018, p. 11).

The research population is all The Indonesian community represents the population in the Jakarta, Bogor, Depok, Tangerang and Bekasi areas. According to Sugiyono (2016, p. 80) population is a generalized area consisting of objects or subjects that have certain qualities and characteristics which are applied by researchers to study and then draw conclusions. The number of samples was determined using the Naresh K. Maholtra (2010) formula and the number of indicators used was 196 respondents. The sampling method uses probability sampling approach, with a sampling technique using purposive sampling. The criteria for respondents are consumers who have used Erigo products, domiciled in the Jabodetabek area, aged 17 years and over, because at that age a person begins to pay attention to their appearance and is able to make purchasing decisions based on personal wishes, and actively uses the TikTok platform. Data Collection was carried out by distributing questionnaires via Google Forms.

2.2. Measurement

The variables in this research are Tik Tok content, product quality, brand image, and purchasing decisions. Tik Tok content describes a marketing medium in the form of video footage or a collection of images accompanied by trendy songs. Almost the same meaning was expressed by (Kotler et al., 2017, p. 121) social media content is a marketing approach that involves creation, curation, distribution, and can strengthen content to make it interesting, relevant, and useful for specific groups in order to create discussion about the content. Five Indicators for measuring Tik Tok content are video quality, fyp music trends, popular hashtags, latest trends and challenges, best time to upload (Yasin, 2021).

Adapted from (Kotler & Armstrong, 2018, p. 249). Product quality describes the totality of characteristics and features of a product that has the ability to satisfy clearly or hiddenly. Eleven variable indicators of product quality, namely product quality as a fundamental thing, fulfillment of needs & desires, quality & comfortable materials, casual variations, attractive color choices, quality commensurate with price, quality in line with expectations, trendy design, comfortable feeling when used, brand local quality, suitability to consumer fashion tastes (Kianpour et al., 2014).

Brand image shows a name, term, sign, symbol, or design, or a combination of all of them which is intended to identify the goods or services offered by the seller and serves to differentiate the product from competitors (Tjiptono & Chandra, 2016, p. 187). The six indicators of brand image are well-known brands that can be trusted, local brands that attract consumers, brands with attractive product variations, brands with good quality, brands with affordable prices, brands with unique packaging (Dewi et al., 2019).

Furthermore, purchasing decisions are a psychological process that plays an important role in understanding how consumers consciously believe in making an action in the form of a purchasing decision before purchasing a product (Kotler et al., 2019, p. 213). The five indicators of purchasing decisions are feeling happy, recommending to others, making regular purchases, repeat purchases, and feeling satisfied (Hanaysha, 2018).

MeasurinTikTok content, product quality, brand image and purchasing decisions is a five-point Likert scale with strongly disagree, disagree, neutral, agree and strongly agree. To test the questionnaire as a research instrument, validity and reliability tests were used. The validity test includes convergent validity with a factor loading value of ≥ 0.30 which is considered to meet convergent validity (Solimun & Fernandes, 2017, p. 39), and discriminant validity can be seen from the comparison of the square root value of AVE (Average Variance Extracted) with the correlation coefficient if

the root of AVE is greater than the correlation coefficient with other variables means the questionnaire is said to be discriminantly valid (Solimun & Fernandes, 2017, p. 39). The reliability of the composite and research construct Cronbach alpha has a value greater than 0.6.

2.3. Analysis

This research uses primary data related to respondent statement data regarding the determining factors of purchasing decision. Primary data collection uses a research instrument in the form of a list of statements containing a number of closed statements and sent via social media using Google form to respondents which includes data on the characteristics of respondents (gender, age, domicile, occupation), as well as preferences for the fashion they wear and especially on variables product quality, brand image, and the brand's ability to convey it through Tik Tok content.

Data were analyzed using Structural Equation Modeling (SEM) with the WarpPLS 4.0 program. The use of warpPLS can be considered for undeveloped theory and the main aim of the research is to apply SEM to predict or explain the construct or latent variable that is the target (Sholihin & Ratmono, 2013, p. 27). Furthermore, according to (Sholihin & Ratmono, 2013, p. 27), WarpPLS is a causal modeling approach that aims to maximize the variance of the criterion latent variable which can be explained by predictor latent variables. SEM analysis principally consists of Confirmatory Factor Analysis (CFA), and regression analysis/path analysis, which can also be used to examine the validity and reliability (Solimun & Fernandes, 2017). In WarpPLS to evaluate the goodness-of-Fit model criteria have been fulfilled by looking at the p-value for the Average Path Coefficient (APC) and Average R-squared (ARS) must be smaller than 0.05 and the Average Variance Inflation Factor (AVIF) as indicator multicollinearity must be less than 5 (Sholihin & Ratmono, 2013, p. 27).

Research instruments must be tested before being distributed to the specified respondents to ensure that the research questions can represent the dimensions of the variables specified in this study. To test the validity and reliability of the instrument, the questionnaire statements were tested on 60 respondents. Validity testing uses confirmatory factor analysis by looking at the results of convergent validity and discriminant validity of the measurement instrument. While the reliability test uses composite reliability and Cronbach alpha. The test criteria are said to have convergent validity with a loading factor value ≥ 0.30 , and discriminant validity can be seen from the comparison of the square root value of AVE (Average Variance Extracted) for each construct greater than the correlation between constructs, then it is said to be valid discriminant. Meanwhile, the instrument is said to be reliable if the research construct has a value > 0.7 .

3. RESULTS AND DISCUSSIONS

3.1. Respondent Characteristics

The respondents for this research were Indonesian people, especially those living in Jakarta, Bogor, Depok, Tangerang and Bekasi, totaling 196 respondents who filled out the online survey. The results of the descriptive analysis of the characteristics of the respondents showed that they were male (76%) and female (24%). Meanwhile, the average age of all respondents was 17-20 years (28%), 21-30 years (67%), 31-40 years (5%). Domiciles are in Jakarta (22.5%), Bogor (15%), Depok (22.5%), Tangerang (28%), and Bekasi (12%). Meanwhile, 69 percent are students, 26 percent are employees, and 5 percent are entrepreneurs.

3.2. Validity and Realibility Test

3.2.1. Data Processing Analysis

This research uses data processing techniques based on Structural Equation Model (SEM) with the software used WarPLS. In this test, there are two stages of the method that will be used in WarPLS, namely the Outer Model measurement model using the question item measurement model for variables and the Inner Model measurement model as a structural model to determine the results of the hypothesis test used.

3.2.2. Outer Model Analysis (Measurement Model)

In testing the outer model to measure the validity of this question, it can be seen in convergent validity and discriminant validity. The validity test itself is a legitimate and valid form of measurement of a questionnaire used in research and a questionnaire can be said to be valid if it is able to reveal or reveal something that is measured by the questionnaire. There are several stages in testing which are carried out through validity tests, namely convergent validity and discriminant validity.

3.2.2.1. Convergent Validity Test

Table 1. Combined Loading and Cross Loading

Variables	Tik Tok Content (M)	Product Quality (X1)	Brand Image (X2)	Purchase Decision (Y)	P-Value
M1	(0.803)	0.148	0.091	-0.201	<0.001
M2	(0.716)	-0.077	0.037	-0.201	<0.001
M3	(0.760)	-0.256	-0.102	-0.029	<0.001
M4	(0.755)	0.075	0.100	-0.001	<0.001
M5	(0.774)	-0.019	-0.031	0.012	<0.001
M6	(0.520)	-0.238	-0.055	0.707	<0.001
M7	(0.404)	0.525	-0.113	-0.121	<0.001
X11	-0.153	(0.571)	-0.069	0.212	<0.001
X12	-0.232	(0.509)	-0.125	0.311	<0.001
X13	-0.159	(0.502)	-0.066	0.466	<0.001
X14	0.026	(0.369)	-0.068	0.473	<0.001
X15	-0.155	(0.632)	-0.158	0.359	<0.001
X16	0.175	(0.733)	0.111	-0.165	<0.001
X17	0.138	(0.704)	-0.145	-0.320	<0.001
X18	0.038	(0.739)	0.181	-0.200	<0.001
X19	0.026	(0.641)	-0.136	-0.192	<0.001
X110	0.103	(0.758)	0.098	-0.413	<0.001
X111	-0.129	(0.409)	0.306	0.300	<0.001
X21	0.137	0.021	(0.662)	0.221	<0.001
X22	-0.109	0.003	(0.748)	-0.060	<0.001
X23	0.052	0.231	(0.800)	-0.039	<0.001
X24	-0.253	-0.409	(0.545)	-0.075	<0.001
X25	-0.074	0.106	(0.833)	-0.092	<0.001
X26	0.217	-0.097	(0.690)	0.069	<0.001
Y1	-0.051	0.086	0.006	(0.881)	<0.001
Y2	0.222	-0.024	0.093	(0.855)	<0.001
Y3	-0.157	-0.015	0.000	(0.782)	<0.001
Y4	0.119	0.103	-0.219	(0.824)	<0.001
Y5	-0.150	-0.159	0.119	(0.805)	<0.001

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 ≥ 0.30 . In this study, 196 respondents were used and it was tested on 60 respondents. The following is the convergent validity table on the trial instrument with 60 respondents. Table 1 shows that the factor loading value of each of the variables above has a value of > 0.30 , thus indicating that all variables meet the requirements or are valid.

3.2.2.2. Discriminant Validity Test (Discriminant Validity)

According to Solimun & Fernandes (2017, p. 39), discriminant validity can be said to be valid and discriminant, if the AVE root value is greater than the correlation coefficient. The method for viewing the discriminant of all indicators together (questionnaire) can be seen by comparing the square root of average variance extracted (AVE) value with the correlation coefficient with other variables, so it is said to have good discriminant validity.

Table 2. AVE dan Koefisien Korelasi

Variables	Tik Tok Content (M)	Product Quality (X1)	Brand Image (X2)	Purchase Decision (Y)
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 2 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.

3.2.2.3. Reliability Test

According to Solimun & Fernandes (2017, p. 39), reliability is a measure that shows the extent to which a questionnaire is able to measure a variable with the consistency of the measuring instrument which can be said to be reliable if it is used to measure the same object more than once. Tests carried out according to those available in WarPLS use composite reliability and Cronbach's alpha methods. According to Solimun & Fernandes (2017, p. 116), if the Cronbach's alpha value is > 0.6 then the questionnaire can be said to be reliable. The following are the results of testing composite reliability and Cronbach's alpha on a trial instrument with 60 respondents.

Table 3. Composite Reliability dan Cronbach's Alpha

Variables	Composite Reability Coefficients	Cronbach's Alpha Coefficients
Tik Tok Content (M)	0.841	0.778
Product Quality (X1)	0.828	0.771
Brand Image (X2)	0.805	0.708
Purchase Decision (Y)	0.904	0.867

Table 3 shows the highest composite reliability value of 0.904 and the lowest value of 0.805, this shows that each variable has met the requirements of > 0.60 . Furthermore, the highest Cronbach's alpha value is 0.867 and the lowest value is 0.708, this shows that each variable has met the requirements, namely a value of > 0.60 , meaning the research instrument is proven to be reliable.

3.2.3. Inner Model Analysis (Structural Model)

Structural model analysis or inner model shows the strength of the relationship between latent variables or constructs. The aim of conducting a structural model is to predict the relationship between latent variables by seeing how much variance can be explained and to determine the significance of the P-value. The overall evaluation of the inner model can be seen through model fit and quality indices.

Table 4. Model Fit and Quality Indices

Model fit and Quality indices	Result	Fit Criteria	Keterangan
Average path coefficient (APC)	0.177, P < 0.001	$p > 0,05$	Good
Average R- Squared (ARS)	0.260, P < 0.001	$p > 0.05$	Good
Average adjusted R- squared (AARS)	0.245, P < 0.001	$P < 0.05$	Good
Average blok VIF (AVIF)	1.560	Acceptable if ≤ 5 , ideally ≤ 3.3	Good
Average full collinearity VIF (AFVIF)	1.322	Acceptable if ≤ 5 , ideally ≤ 3.3	Good
Tenanhau GoF (GoF)	0.407	Small ≥ 0.1 medium > 0.25 , large ≥ 0.36	Large
Sympson's paradox ratio (SPR)	0.750	Acceptable if $> 0,7$ ideally	Good
R-squared contribution ratio (RSCR)	0.955	Acceptable if > 0.9 , ideally = 1	Good
Stastisical supperession ratio (SSR)	1.000	Acceptable if ≥ 0.7	Ideal
Nonlinear bivariate causality direction ratio (NLBCDR)	1.000	Acceptable if ≥ 0.7	Ideal

Table 4 states that GoF obtains large results, namely 0.480, where the large fit criteria is ≥ 0.36 , while other fit models such as ARS, AARS, APC, AVIF, AFVIF, SPR, RSCR, SSR, and NLBCDR obtain good and ideal results and

can accepted. This means stating that all the quality indicators of this research model are good because they match the data.

3.3. Hypothesis Testing

Figure 1 and Table 5 reveal not all hypotheses are supported. Then, the goodness of fit model criteria have been met if the p-value for the average path coefficient (APC) and average R-squared (ARS) < 0.05 and average Variance Inflation Factor (AVIF) < 5. The results of the processed data show an Average Path Coefficient (APC) of 0.177 with <0.001 Average R-Squared (ARS), 0.260 <0.001, and an average Variance Inflation Factor (AVIF) of 1.560 with <0.001. The output shows that the model fit indicators have met the criteria.

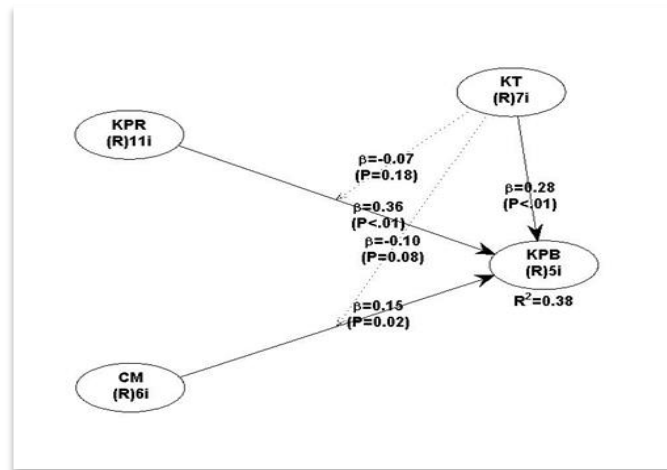


Figure 1 Relationship between variables and moderating variable

Table 5 proves that product quality has a positive and significant effect on purchasing decisions with a path coefficient (β) of 0.36 with $p < 0.001$. This means that better product quality will result in an increase in purchasing decisions, so there is sufficient empirical evidence to support hypothesis 1. Furthermore, hypothesis 2 proves that brand image has a positive and significant effect on purchasing decisions with a path coefficient value (β) of 0.15 with $p = 0.02$. This means that a better brand image will result in an increase in purchasing decisions, so there is sufficient empirical evidence to support hypothesis 2. Furthermore, hypothesis 3 proves that Tik Tok content has a positive and significant effect on purchasing decisions with a path coefficient value (β) of 0, 28 with $p < 0.001$. This means that more interesting Tik Tok content will result in an increase in purchasing decisions, so there is sufficient empirical evidence to support hypothesis 3. Furthermore, hypothesis 4 shows that Tik Tok content as a moderator has an insignificant negative effect on product quality on purchasing decisions ($\beta = -0.07$, $p = 0.18$). This means that Tik Tok content cannot moderate product quality in purchasing decisions. Furthermore, hypothesis 5 shows that Tik Tok content as a moderator has a weak and significant negative effect on brand image on purchasing decisions ($\beta = -0.10$, $p = 0.08$). This means that Tik Tok content cannot moderate brand image on purchasing decisions. Figure 1. Relationship between variables and moderating variables.

Hypothesis testing is carried out to test structural models that have been determined previously. (Solimun & Fernandes, 2017, p. 39) say that if the P-value is ≤ 0.05 then it is said to be significant. Following are the overall results of hypothesis testing which was tested on 196 respondents.

Tabel 5. Path Coefficients Between Variables and Hypothesis Testing

Hypothesis	Variable Relationships	Path Coefficient	P-Value	Information
H1	$PQ \rightarrow PD$	0.36	< 0.001	Accepted
H2	$BI \rightarrow PD$	0.15	0.02	Accepted
H3	$TC \rightarrow PD$	0.28	< 0.001	Accepted
H4	$TC \rightarrow PQ \rightarrow PD$	-0.07	0.18	Rejected
H5	$TC \rightarrow BI \rightarrow PD$	-0.10	0.08	Rejected

PQ : Product Quality

BI : Brand Image

TC : Tik Tok Content

PD : Purchase Decision

H5: Tik Tok content can strengthen the influence of brand image on purchasing decisions.

The results of hypothesis testing on Tik Tok content as a moderating variable in influencing brand image on purchasing decisions for Erigo in Jabodetabek have a path coefficient value of (-0.10) with p-value = 0.18, so these results indicate that H5 is rejected. These results indicate that the role of Tik Tok content in influencing brand image is weakly and significantly negative on purchasing decisions, meaning that Tik Tok content cannot moderate brand image on purchasing decisions.

4. DISCUSSIONS

4.1. *The Influence of Product Quality on Purchasing Decisions*

The results of hypothesis testing on the influence of product quality on purchasing decisions for Erigo in Jabodetabek have a path coefficient value of 0.36 with a p-value <0.001, indicating that H1 is accepted. These results show that product quality has a significant positive influence on purchasing decisions, meaning that if quality improves it will impact the number of purchasing decisions.

The results of this research can be strengthened by the theory which states that product quality is a characteristic of a product to meet customer needs. Kotler & Armstrong (2018:261) state that product quality is an element that is inherent and becomes the character of a product which can influence its ability to fulfill customer needs, whether expressed explicitly or implicitly. The results of this research are also strengthened by Previous research such as that conducted by Astuti et al. (2021) on the Converse Shoes object and Desweriel (2022) on the Uniqlo object, which states that product quality has a positive effect on purchasing decisions.

4.2. *Influence of Brand Image on Purchasing Decisions*

The results of hypothesis testing on the influence of brand image on purchasing decisions for Erigo in Jabodetabek have a path coefficient value of 0.15 with p-value = 0.02, so these results indicate that H2 is accepted. These results show that brand image has a significant positive influence on purchasing decisions, meaning that if the brand image gets better it will have an impact on increasing the number of purchasing decisions.

Brand image is an accumulative perspective that a brand has over a certain period of time, as Erigo has become a well-known fashion brand that can be trusted, as well as local fashion brands that attract consumers. Under these conditions, Erigo's brand image will have a direct influence on purchasing decisions. The results of this research can be strengthened by the theory which states that brand image has an important role in the development process of a brand. Brand image is a representation of the extrinsic properties of a product where it is a company's effort to meet the psychological or social needs of consumers (Kotler & Keller, 2016: 315). The results of this research are also strengthened by the results of previous research conducted by Kartika (2023) on Maybelline objects, as well as Hakim & Juwita (2021) on Kopi Petang objects, which stated that brand image has a positive effect on purchasing decisions.

4.3. *The Influence of Tik Tok Content on Purchasing Decisions*

The results of hypothesis testing on the influence of brand image on purchasing decisions for Erigo in Jabodetabek have a path coefficient value of 0.15 with p-value = 0.02, so these results indicate that H2 is accepted. These results show that brand image has a significant positive influence on purchasing decisions, meaning that if the brand image gets better it will have an impact on increasing the number of purchasing decisions.

Tik Tok content is a middle-of-the-road marketing approach widely used by companies, Tik Tok content is considered effective in influencing purchasing decisions. Tik Tok content is able to directly influence purchasing decisions due to people's habits known as impulsive buying. In practice, impulsive buying prioritizes emotions and feelings over logic, so that the younger generation market who are not yet able to decide things carefully will increase the number of purchasing decisions. Azizah et al. (2022) expressed their views regarding impulse shopping which has become a phenomenon among teenagers, especially those who understand the digital world and have a great desire to shop online. The results of this research are strengthened by previous research such as that conducted by Pangiuk & Cahyani (2023) stating that TikTok content has a positive and significant effect on purchasing decisions.

4.4. Tik Tok Content as a Moderating Variable in Influencing Product Quality on Purchasing Decisions

The results of hypothesis testing on Tik Tok content as a moderating variable in influencing product quality on purchasing decisions for Erigo in Jabodetabek have a path coefficient value of (-0.07) with p-value = 0.08, so this result shows that H4 is rejected. These results indicate that the role of Tik Tok content in influencing product quality is negative and not significant on purchasing decisions, meaning that Tik Tok content cannot moderate product quality on purchasing decisions.

Generally, Tik Tok content that is of interest to the wider community is that which contains entertainment, tips & tricks, or challenges that are currently viral. So 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 & Indra Wijaksana (2021).

4.5. Tik Tok Content as a Moderating Variable in Influencing Product Quality on Purchasing Decisions

The results of hypothesis testing on Tik Tok content as a moderating variable in influencing brand image on purchasing decisions for Erigo in Jabodetabek have a path coefficient value of (-0.10) with p-value = 0.18, so these results indicate that H5 is rejected. These results indicate that the role of Tik Tok content in influencing brand image is weakly and significantly negative on purchasing decisions, meaning that Tik Tok content cannot moderate brand image on purchasing decisions.

Building a brand image is a long process that requires time and materials. For researchers, brand image is the result of a series of branding efforts carried out by a company. Brand image can also be categorized as an intangible asset that cannot be duplicated by competing companies. 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 (Septiana Dewi et al., 2023) on objects Deliwafa outwear products with the Tik Tok account @deliwafastore.

5. CONCLUSION

The results show that there is a significant influence between product quality, brand image and Tik Tok content on purchasing decisions. Product quality is the main element for consumers to feel satisfied and happy when using the product. Therefore, product quality must be a variable that manufacturers really pay attention to. Brand image is an accumulative perspective that a brand has over a certain period of time, as Erigo has become a well-known fashion brand that can be trusted, as well as a local fashion brand that attracts consumers. This supports the findings of this research that brand image has a significant influence influencing consumer purchasing decisions in Jabodetabek.

Research findings: Tik Tok content is able to influence directly due to the people's habit known as impulsive buying. Tik Tok has collaborated with Tokopedia to provide practical payment features, so that the phenomenon of shopping without reconsidering becomes a factor that greatly influences the significance of the influence of this variable. Currently, Erigo needs to pay attention to a unique and interesting presentation style so that consumers can stay longer while watching the content and get the message they want be delivered. Erigo also needs to identify needs and desires that are relevant to the market, then package them with emerging trends. Erigo actually already has a fairly strong brand image in the minds of the public, currently Erigo only needs to understand how the Tik Tok algorithm works in order to increase brand exposure and engagement and company. So Tik Tok content can significantly moderate product quality and brand image.

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