

THE INFLUENCE OF CONTENT MARKETING, E-WOM AND PRICE PERCEPTION ON TIKTOK SOCIAL MEDIA ON PURCHASE DECISION LAMONGAN DISTRICT

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Abstract. The rapid development of digital technology has made social media one of the most influential media in the consumer purchase decision process, especially young consumers. One of the social media that is currently popular is TikTok, where all people and ages use this one application. This development has made many companies start looking at TikTok as a platform for their marketing tools, but of course business people must know the characteristics of TikTok and also its users. This study aims to determine the effect of Content Marketing, E-WoM and price perceptions on TikTok social media on purchase decisions in Lamongan district. The method used in this study is a quantitative descriptive method, with the sampling technique using incidental sampling, the questionnaire used to collect data is multiple linear regression analysis. The results of this study indicate that the f Content Marketing test, E-WoM and price perceptions on TikTok social media simultaneously and significantly influence purchase decisions. The results of the t test show that Content Marketing, E-WoM and price perceptions on TikTok social media have a positive and significant effect on purchase decisions. The results of the coefficient of determination (R²) show that Content Marketing, E-WoM and price perceptions on TikTok social media have an effect of 60.9% on purchase decisions. The dominant influence on the purchase decision is the E-WoM variable which has a count of 10,423

Keywords: content marketing; electronics word of mouth; price perception; TikTok; purchase decision

I. INTRODUCTION

TikTok is one _ application social media For share videos that are popular on a global scale. Application made Byte dance This Keep going record increase amount user active monthly. Based on reports We Are Social, TikTok has has 1.4 billion users active (monthly active users/MAU) are over 18 years old globally up to first quarter /2022. Amount This an increase of 15.34% compared to the quarter Previously it was 1.2 billion users. Indonesia is recorded amount user active TikTok of 99.1 million people [1]. User TikTok in Indonesia spends an average of time on TikTok 23.1 hours per month. From these data can said that ticktock is one of the medium social media currently popular in Indonesia this. No A little user TikTok which carries out the Purchase Decision process n through application TikTok. As for that caused TikTok Can become popular in Indonesian moment This is Because TikTok is a focused platform mainly on content, though the user can look for videos, added friends, and chat on the app, however objective the main thing is become an entertainment platform without end where user _ can with Relax watch short and fun videos that excites user. Available features make it easy user for make content videos Which interesting, then can with easy Also spread user videos other [2]. Besides that, TikTok also provides points that can exchanged with rupiahs for maker content Which get Lots likes on the video.

Application cellular This own free and involving characteristics user for make and exchange Content Artificial Users (User Generated Content) [3]. Content that always follow trend moment This in public and also marketing ticktock Alone Which unique with more focus on existing content _ inside. Users generated Content (UGC) is Wrong One form E-WoM Which made source information by consumer moment do search A product or services. Created content _ user refers to information and materials produced and posted by Internet users. _ Content Which used can produced in a manner individual or collaborative, modified, and shared, in addition to E-WoM, the price offered really under standard market price for a number of product certain, many sale prices are offered with TikTok live. From several marketing processes that were unknowingly watched by using TikTok, a marketing content creator managed to insert E-WoM and the perception of the price of a product offered and, in the end, TikTok users end up in a Purchase Decision. Process Purchase Decision namely; (1) Introduction need, (2) Search information, (3) Assessment/evaluation, (4) Purchase Decision n, (5) Behaviour post purchase [4]. The presence of the TikTok platform is an alternative as well as an opportunity for business people, business people must always be up-to-date with developments, especially the development of social media. So that business people can compile strategy marketing which appropriate for increase Purchase Decision. The contribution of this research is to identify and better

understand the characteristics TikTok social media as a new media in marketing with a target market of consumers from all walks of life. So, this research generally aims to analyse the TikTok platform as a new media in marketing activities. Where research about media social ticktock This Still a Little and Not yet There is Which lift variable content marketing, E-WoM and price perceptions on media social ticktock as variable Which influence purchase decision of the people of Lamongan Regency

II. RESEARCH METHODS

The method used is a quantitative research method. Data was obtained through a questionnaire which was distributed online via Google Form to the public and users of the TikTok application. The sample in this study was calculated using the Slovin formula with an accuracy of 10%, namely 100 respondents. The sampling technique uses non-probability sampling and does not provide equal opportunities for all sample items or members of the population (Sugiyono, 2019). To test the proposed hypothesis, the instrument was first tested using a validity test and a reliability test. Then the feasibility test of the model uses the classic assumption test, namely: Normality Test, Heteroscedasticity Test, Multicollinearity Test. The hypothesis testing is continued by measuring the Correlation Analysis, Multiple Linear Regression Analysis and finally testing the Hypothesis through Partial Test (t test) and Significance Test (F test).

III. RESULTS AND DISCUSSION

Analysis Data

Test Normality

For testing normality in study This use kolmogrov-smirnov test 0.05 and asymp. sig 0.894 with mark significant model regression bigger from 0.05 so can concluded study This have spread data normal.

Test Multicollinearity

Multicollinearity test This test aims to test whether there is a model regression found a correlation between independent variables. To test there or nope multicollinearity with method that is use mark Variances Inflation factor (VIF). From results test multicollinearity can seen on table following This :

Table 1. Test Multicollinearity

Information	tolerance	VIF	Information
Variable content marketing	0.934	1,070	No happen multicollinearity
Variable e-wom	0.916	1,092	No happen multicollinearity
Variable perception price	0.927	1,079	No happen multicollinearity

From the table above it can be explained that variable content marketing, E-WoM variables, and perception

variables price has a tolerance value > 0.10 and a VIF value < 0.10. So third variable it didn't happen multicollinearity.

Test hetroscedasticity can done with use test glejser so can seen result on table below This :

Table 2. Test Hetroscedasticity

Information	Mark significant (P-value)	Conclusion
Variable content marketing	0.044	No happen heteroscedity
Variable e-wom	0.000	No happen heteroscedity
Variable price perception	0.009	No happen heteroscedity

From the table above it can be explained that the content marketing variables, E-WoM variables and price perception variable has a significant value > 0.05. So these three variables do not occur heteroscedasticity.

Analysis Regression linear Double

Used to find out how big the influence of content marketing (X₁), E-WoM (X₂), And price perception (X₃) on Purchase Decisions. The following analysis results regression linear double described in the following table :

Table 3. Analysis Regression linear Double

Variable	B	Betas	t _{count}	Sig t	Ket
(Constant)	.147				
Content marketing	.135	.133	2,042	0.044	Significant
E-wom	.687	.685	10.423	0.000	Significant
Price perception	.184	.175	2,676	0.009	Significant
F count	52,301				
Sig F	0.000				
R square	0.609				
Variable dependent	Purchase decision				

From equality regression double on results analysis Which there is in calculation that is:

$$Y=0.147+0.135X B +0.687X G + 0.184X L +e$$

Information :

d. A constant value (Y) of 0.147 means that if the independent variable is content marketing, E-WoM, And price perception value is 0 (zero), so variable Purchase Decision (Y) will be on number 0.147. e. Coefficient variable content marketing (b₁) from calculation regression linear double mark coefficients (b) = 0.135. This shows that content marketing variables have an effect positive for the Purchase Decision, meaning that if content marketing increases, temporarily variable E-WoM And price perception (zero), then Purchase Decision will increase of 0.135. f. Coefficient variable E-WoM (b₂) from calculation regression linear double mark coefficients (b) = 0.687. This shows that the E-

WoM variable has an effect positive for the Purchase Decision, meaning that if E-WoM increases, temporarily variable content marketing And price perception still (zero), so Purchase Decision will increase of 0.687. g. Coefficient variable price perception (b_3) of calculation regression linear double mark coefficients (b) = 0.184. This shows that the price perception variable has a positive effect on Purchase Decision, meaning if the price perception increases, while the content marketing variable And E-WoM still (zero), so Purchase Decision will increase as big 0.184.

Coefficient determination R2

The results of data calculations from multiple linear regression analysis can be seen the magnitude coefficient determination (Adjusted R2) is obtained from 0.609 or 60.9%. This shows that 60.9% of the Purchase Decision of the TikTok Application is influenced by independent variables in the form of content marketing variables, E-WoM and price perceptions. Whereas 39.1% influenced by other variables outside research variable.

Test F simultaneous

Used to see or know the significance of the influence of content marketing, E-WoM, and perceived price simultaneously on Purchase Decisions. The results of the F test can be seen from the results of the test data analysis output test F is in table 1, the value of F is obtained count is greater than F table, namely $52.301 > 2.70$ with a significance of $0.000 < 0.005$. so from these results H_0 is rejected meaning content marketing, E-WoM, and price perception simultaneously And significant influential to Purchase Decision

Test t Partial

Used to partially test the effect of the independent variables consists from content marketing, E-WoM And price perception to variable dependent that is Purchase Decision. Based on the results of the research analysis in table t can be drawn conclusion that is

- 1) content marketing variable results from the calculated t value ($2.042 > t$ table (1.985)) significant $0.044 < 0.05$ can partially concluded that content marketing have influence positive And significant to Purchase Decision
- 2) The E-WoM variable results in t count ($10.423 > t$ table (1.985)) significant $0.000 < 0.05$ it can be concluded that partially E-WoM has a positive influence and significant to Purchase Decision
- 3) count value ($2.676 > t$ table significant $0.009 < 0.05$) can be taken conclusion partially price perception has a positive and significant influence on Purchase Decision

The results of the research partially show that content marketing positive effect and significant to the Purchase Decision Hal this too supported answer b an with questionnaire respondent user application TikTok. Content marketing is everything related to marketing activities in TikTok application. Partial research results show that E-WoM has a positive effect and significant to the Purchase Decision if the pattern E-WoM is high, then the Purchase Decision of the TikTok Application increases. Showing that the more Good perception consumer to variable E-WoM [6]. Results study in a manner Partial showing that price perception

influential positive and significant to Purchase Decisions at app, price perception Which strategic will affect satisfaction consumer in do purchase.

IV. CONCLUSION

From results explanation on so writer conclude that as following: 1) Partially the variables of content marketing, E-WoM and price perceptions have a positive influence And significant to Purchase Decision. 2) The R² value of 0.609 or 60.9% means that the content marketing, E-WoM and price perception have influence as big 60.9% to Purchase Decision the rest 39.1% is influenced by variables outside of research such as quality service.

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