The Influence of Tik-Tok Social Media, Celebrity Endorsers, and Product Quality on Bittersweet by Najla Consumer Purchasing Decision (Study on Bittersweet by Najla Consumers at Malang Raya)

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Abstract

This research aims to determine the influence of Tik-Tok social media, Celebrity Endorser and Product Quality on Bittersweet Product Purchasing Decisions By Najla. The method used is quantitative with an associative approach, using 127 samples, from Greater Malang area including Batu City, Malang City and Malang Regency. This research used analytical methods Structural Equation Model (SEM) with software smart partial least square (PLS) 4.0. The results of this research show that (1) Tik-Tok social media has a significant influence on purchase decision for Bittersweet's By Najla; (2) Celebrity Endorser significant influence on purchase decision for Bittersweet's By Najla; and (3) Product quality has an significant effect on the decision to purchase Bittersweet By Najla

Keywords: Tik-Tok Social Media, Celebrity Endorser, Product Quality, Purchase Decisions.

Introduction

In the era of globalization, the tighter competition between companies with one another. The goal of any company is to be successful in the long run . All businesses can be applied, one of which is marketing (Hardilawati, 2021). Marketing is one of the main activities carried out by entrepreneurs in running their business to maintain business continuity, so that it can develop and generate profits. Success and failure in achieving business goals can be seen from the skills of entrepreneurs with the way of marketing, production, managing finances and other fields. The purpose of starting a business is basically to make as much profit as possible. Marketing strategies can be influenced by several success factors, namely promotion, distribution, research, market analysis, and product quality (Bahwiyanti & Sugiannor, 2018).

Promotional activities using the internet are one way to connect sellers with consumers. *Digital marketing* assistance can also facilitate communication with producers, distributors and consumers or buyers in buying and selling activities . This activity makes it easier for business owners to track and respond to various customer needs , as customers can find information about products only *online* and by conducting a product search. Therefore , nowadays consumers or prospective buyers are getting smarter in making decisions just by looking at products on the internet (Nufus & Handayani, 2022). Based on data quoted from

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the Indonesian Internet Service Providers Association (APJII), that internet users in Indonesia always increase every year. Based on these data, in 2018 internet users were 64.80%, 2019-2020 increased to 73.70% and in 2021-2022 increased to 77.02%. So that makes positive things for entrepreneurs to take advantage of existing opportunities.
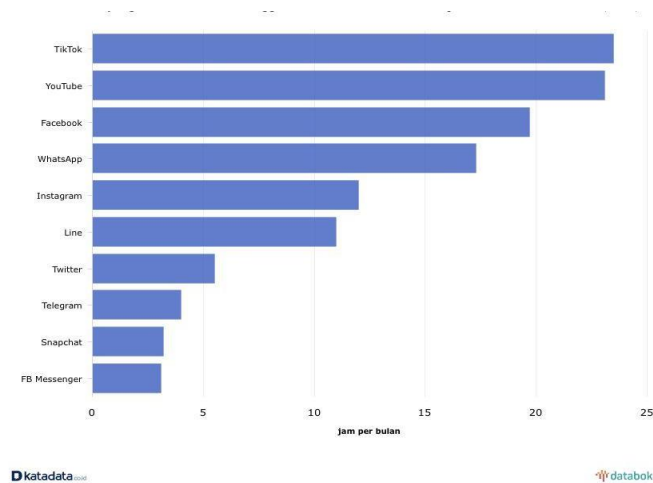
Business facilities and the use of online media with its supporting aspects have succeeded in changing the way people communicate and socialize. Social media is an integral part of advertising needs for most businesses and one of the best ways to reach customers widely (Bala & Verma, 2018). The internet greatly facilitates the communication and promotion process to attract people or consumers to buy products offered via social media such as Instagram, Tiktok, Facebook, Twitter, etc. (Adrian & Mulyandi, 2020). From several internet users, the following is data with the most frequently accessed internet content.
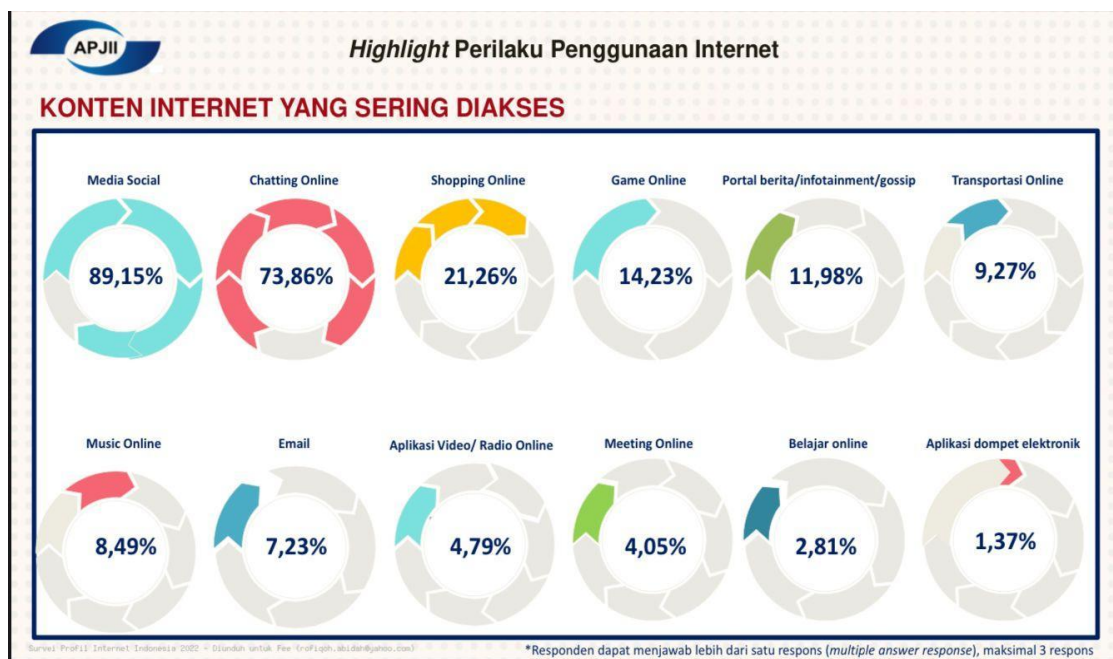
Source : apjii.or.id accessed February 22, 2023

Figure **1.** Konten Internet yang Sering Diakses

From *Figure* 1 above quoted from APJII, it can be seen that the most internet content usage data is used for social media with a percentage of 89.15%. The use of social media can have a positive effect on the product. People use social media in many activities ranging from entertainment, business, information search or other activities (Augustinah[1] et al., 2019). Over time, the culinary business often experiences very rapid changes. Various *trends and* types of food from time to time change very quickly so that it is increasingly attractive and presents many choices for consumers. Buyers must also be smart and careful in responding to market opportunities, especially in the current era. One of the social media that can help in promotional efforts is *the* Tik-Tok platform (Nufus & Handayani, 2022).

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Source : databoks.katadata.co.id accessed February 19, 2023

Figure 2. Most Social Media Users in 2022

From Figure 2 above quoted from the databox, it can be seen that tik-tok social media achieved the highest rank in 2022. Seeing developments in the Tik Tok application can indirectly make a strategic place to promote and reach wider consumers on a brand / product, and can even interact with consumers directly, immediately. Because many people use it, Tik-Tok offers opportunities as a means of promotion for business people / entrepreneurs (Li et al., 2021).

Currently, it is a growing phenomenon to reach products or services in collaboration with people or celebrities to properly reach the target market share. There are pros and cons to using celebrities because when the celebrity's personality becomes a problem, the resulting image is also bad and affects the product or service being advertised. However, if celebrity popularity is increasing, this also has a positive impact on the products and services advertised (Kuhu et al., 2019). Using celebrity endorsers is a creative way of advertising (Erdiansyah, 2020).

Celebrity endorsements or collaborations with artists are activities that are growing rapidly at the moment. In the era of modernization, the world of advertising has changed from previous methods to more modern methods (Carrillat & Ilicic, 2019). In an effort to realize the success of this strategy, well-known celebrities are now being used to influence consumer purchasing decisions. Celebrity actors are usually called endorsers. Celebrity endorsers are one option for promoting products by using people who have a good reputation or are well known in the wider community so that they can help spread the product to many people with good feedback (Knoll & Matthes, 2017).

Product quality is also one of the important things that must be considered by potential buyers when buying something, both in the form of services and goods (Cahyani & Hidayat, 2020). Therefore, the company must prepare a high-quality product, so that the product can become popular compared to the quality of competitors' products. If the company already has this, then the quality of the product is in accordance with the needs and expectations of potential customers when deciding to buy an item. In improving product quality, companies

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must continue to work hard to improve and create new innovations regarding product quality itself in making purchasing decisions for potential consumers (Safitri et al., 2023).

The process of emergence and formation of purchasing decisions can be influenced by publicly available information from various sources such as magazines, celebrities, family, friends, advertisements and bloggers (Bala & Verma, 2018). Attitudes towards other people can also influence the reduction of desired choices, depending on two things, namely the preferred choice and the motivation to follow one's desires as well as the negative attitudes of other people. When other people who like goods to consume are encouraged to fulfill their desires, an interest in buying arises. Then there are unforeseen circumstances that suddenly change consumer attitudes, which depend on consumers' confident thinking when making purchasing decisions (Wandanaya, 2012).

Various forms of business in Indonesia, namely, in the fields of services, *fashion*, property, convection, and culinary. In the culinary field, Bittersweet By Najla is one of them. Bittersweet By Najla has been around since 2015, with its first product, cinnamon *roll*, which is only sold in the neighborhood of relatives and neighbors. With his innovation, this business owner made brownies that were packaged in *boxes* and named *Dessert Box*. From that product, the name Bittersweet By Najla became known to many people and pioneered *Dessert Box* in Indonesia in 2017. Starting from just posting on Instagram, the content created attracts thousands or even millions of people to follow Bittersweet by Najla's Instagram. The Bittersweet by Najla store was first opened in 2019 specifically for purchases through online applications, now Bittersweet by Najla has 22 official *outlets* and has dozens of *resellers* spread throughout the city.
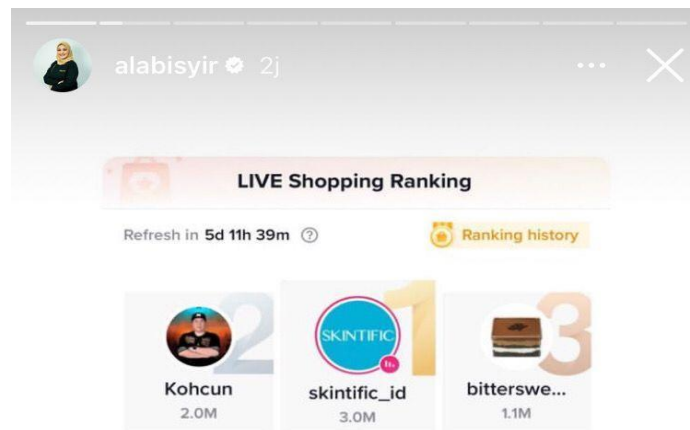
Source : *Story* Alabisyir (*owner* bittersweet) accessed January 16, 2023

Literature Review
Promotion

Promotion is one of the marketing mixes which is very important for business people to market their products, both services and products. Promotion is also one way to increase

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sales, because promotions can attract consumer attention to make purchasing decisions about a product .

Promotion is communication between sellers and buyers based on correct information with the aim of changing the attitudes and behavior of consumers who previously did not know the product to become familiar with it, so that consumers always remember the product and are willing to accept, buy, and be loyal to the product offered by company. According to To be successful in promotional activities, companies must use the right promotional media. The following are several types of promotional media: conventional print media, print media advertising, outdoor media, and online media (Qader et al., 2022).

Every business that carries out promotions must have the main goal of finding a target market. Several promotional objectives as follows: inform, persuade, and remind (Pergamit & Veum, 1999).

Digital Marketing

Digital marketing is not just talking about internet marketing but more than that. E-Marketing underwent a three-stage evolutionary process: First, information publishing (content provider/interactive brochure) where to use The website is solely a source of information (Kannan & Li, 2017). Second, Transactional sites, sites which facilitates online transactions; and Third, Mass customization, namely leveraging online technology capabilities to personalize messages and services to individual consumers. Digital Marketing is the application of technology digital to connect, interact and communicate with customers to fulfill their needs and desires (Nasidi et al., 2018).

Digital marketing is How companies can achieve communication goals via the internet such as: Dissemination of Information, Increase awareness of business people, For research purposes business people carry out market research on competitors, product testing for offering its newest products, In improving services and Improving sale (Jerry & Vijan, 2018).

Research Methods

According to (Sugiyono, 2007) quantitative methods are research with methods based on *positivism*, which aims to examine a certain population or sample, by collecting data, and conducting statistical data analysis so that the ultimate goal is to test the hypothesis described above. The research approach uses associative, associative is a relationship between two or more variables where this relationship is causal or causal (Sugiyono, 2007). The purpose of this study is to determine the influence of TikTok social media variables, *celebrity endorsers*, and product quality on the purchasing decisions of Bittersweet consumers in Malang Raya.

Data is a raw material, if processed through various analyses properly can bring up various kinds of information. From this information, researchers can make a decision. In the study, the data used were primary data. Primary data is data obtained or collected directly in the field by researchers or those concerned. The reason researchers use primary data is to maintain the authenticity of research data derived from the results of questionnaire distribution (Ajayi, 2017).

Population is as a generalization area consisting of objects / subjects that have their own qualities and characteristics also determined by researchers to be studied for conclusions. Based on the understanding of population above, researchers make the population in this study namely Bittersweet *by* Najla consumers in the Malang Raya area who have bought

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Bittersweet products on Tik-Tok social media. With a total population of 3,711,604 people based on *the website* of the Central Statistics Agency (BPS) of Malang city, Malang regency and Batu city.

The sample is part of the number and characteristics derived from that population. If the population is too large, and researchers do not allow reaching most of the population due to limited researchers, time and energy, then researchers can use samples from the population taken. Researchers used *purposive sampling* techniques with the *slovin* formula in this study because the population has known the number (Sugiyono, 2013). Suggests that *the slovin* technique is a technique for determining the requirements for a relatively large population. To determine the magnitude of the number of samples used, the study uses the *slovin* formula as follows:

$$n = \frac{N}{1+(N.e^2)}$$

Keterangan :

n = Sample Size

N = Population Size

e = 10% eror rate

$$n = \frac{N}{1+(N.e^2)} = \frac{3.711.604}{1+(3.711.604 \, . \, 0,1^2)} = 99{,}997414 \, / \, 100$$

From these results, the researcher decided to take a sample to be studied as many as 100 respondents, because the number with these respondents has met the minimum sample limit to be used.

Data analysis techniques

The data analysis technique used in this study is *the Structural Equation Model* (SEM) with S*oftware* S*mart Partial Least Square* (PLS). The reason researchers use SEM is to make it easier to test ordinal data at scale and use *smartPLS software* because the sample is limited while the model to be tested is more than one. *Structural Equation Model* (SEM) is a *multivariate* analysis technique that combines factor analysis and regression analysis (correlation), with the aim of testing the relationship between variables in a model (Yuan & Bentler, 2006).

Results And Discussion

Data analysis using SEM-PLS 4.0 requires two stages to *fit the* model of a research model, namely *outer* model evaluation and *inner model* evaluation. The data analysis processed in this study is based on data obtained from 127 respondents who are Bittersweet *By* Najla consumers within the scope of the Malang Raya area. The characteristics of the response obtained from the distribution of questionnaires consist of; based on gender, women as many as 100 respondents and men 27 respondents. Based on domicile, the most came from Malang City 77 respondents, Batu City 27 respondents and Malang Regency 23 respondents. Based on the most status, students with a total of 71 respondents, workers / general as many as 33

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respondents and students as many as 23 respondents. Based on age with a total of 26 respondents aged less than 20 years, 8 1 respondents aged 20-25, and 20 respondents aged over 25 years.

Evaluation of Model Measurement (Outer Model)

Model evaluation or outer model aims to assess the validity and realibility of the model. Outer models with reflective indicators are evaluated through convergent validity with values to be achieved exceeding 0,6 – 0,7.
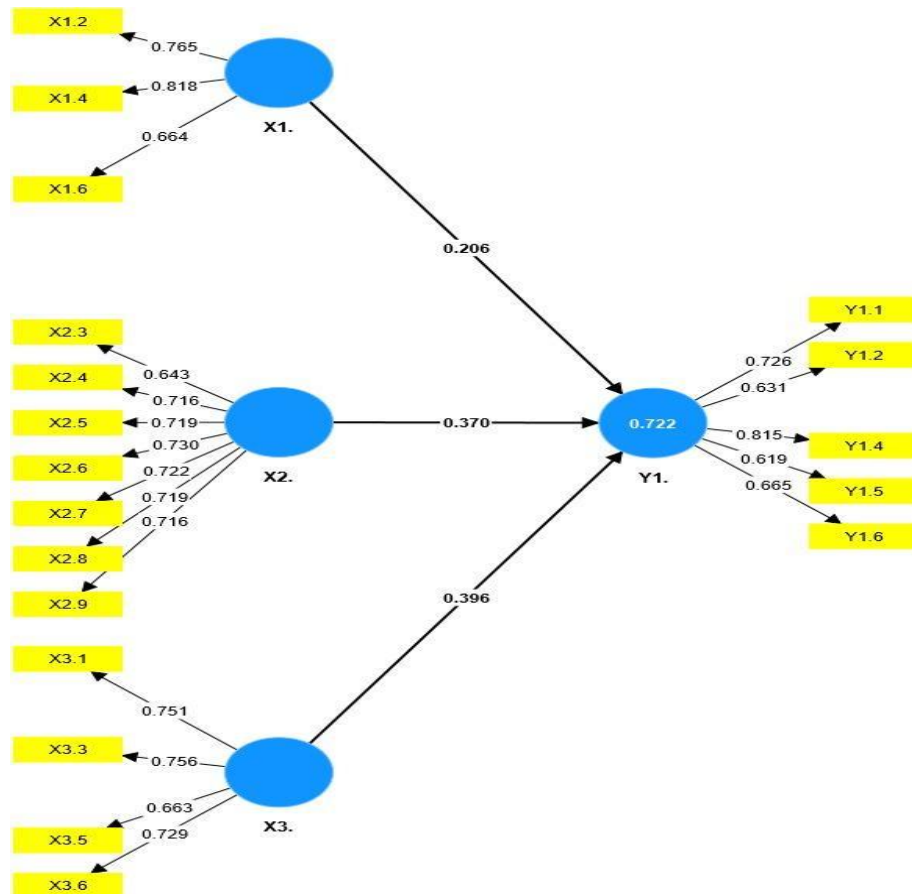
Source: Primary Data, processed 2023

Figure 4 Dropping Outer Model

Validity Test

The validity test is used to measure the validity or invalidity of a questionnaire in revealing something that will be measured by the questionnaire (Yuan & Bentler, 2006). The measurement criteria for validity tests used are to know *convergent* and *discriminant* validity. The test results are presented in Table 1. *Loading* factor is the value owned by each indicator, the value will be considered valid if the value is above 0.6.The results of the *factor loading* test above state that the indicators have values above 0.6 so that the indicator is said to be valid.

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Table 1. Loading Factor

	(X1) Media Sosial Tik-Tok	(X2) Celebrity Endorser	(X3) Kualitas Produk	(Y1) Keputusan Pembelian
X1.2	0,765			
X1.4	0,818			
X1.6	0,664			
X2.3		0,643		
X2.4		0,716		
X2.5		0,719		
X2.6		0,730		
X2.7		0,722		
X2.8		0,719		
X2.9		0,716		
X3.1			0,751	
X3.3			0,756	
X3.5			0,663	
X3.6			0,729	
Y1.1				0,726
Y1.2				0,631
Y1.4				0,815
Y1.5				0,619
Y1.6				0,665

Source : Primary Data, processed 2023

Average Variance Extracted (AVE) is the value owned by each variable. Values above 0.5 are considered valid. Here are the results of AVE data processing:

Tabel 2. Average Variance Extracted (AVE)

	Average variance extracted (AVE)
X1. Media Sosial Tik-Tok	0,564
X2. Celebrity Endorser	0,504
X3. Kualitas Produk	0,527
Y1. Keputusan pembelian	0,483

Source: Primary Data, processed 2023

Reliability Test

Reliability tests are measured by looking at two criteria, namely *composite reliability* and *cronbach alpha* from the indicator block that measures the construct. The construct is declared reliable if the value of *composite reliability* and *cronbach alpha* >0.6 according to (Sugiyono, 2013).

Tabel 3 *Composite reliability* and *Cronbach's alpha*

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
X1. Media Sosial Tik-Tok	0,618	0,637	0,795
X2. Celebrity Endorser	0,830	0,839	0,876
X3. Kualitas Produk	0,720	0,701	0,816
Y1. Keputusan pembelian	0,731	0,741	0,822

Source: Primary Data, processed 2023

Test of Structural Model (Inner Model)

Analysis of Goodness-Fit

Table 4 Analisis *Goodness-fit*

	R-square	R-Square Adjusted
Y1. Keputusan pembelian	0,722	0,715

Source: Primary Data, processed 2023

This test is to determine whether the model is feasible or not feasible to be researched by looking at the results of the research conducted. It is known that the influence of TikTok social media variables, *celebrity endorsers*, product quality on purchasing decisions is 0.722 or 72%.

Path coefficient

Table 5 Analisis *Path coefficient after dropping*

	Original sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (|O/STDEV|)	P values
X1. Media Sosial Tik-Tok->Y1.Keputusan pembelian	0,206	0,195	0,092	2,240	0,025
X2. Celebrity Endorser->Y1.Keputusan pembelian	0,370	0,376	0,123	3,009	0,003
X3. Kualitas Produk->Y1.Keputusan pembelian	0,396	0,402	0,081	4,892	0,000

Source : Primary Data, processed 2023

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Based on table 5, the results of the T statistic value >1.96 were obtained on all variables, namely tik-tok social media, celebrity endorsers, and product quality. P values <0.05 in the tik-tok social media variable of 0.025, the celebrity endorser variable of 0.003, and the product quality variable of 0.000 can be stated that each variable has a significant effect on purchasing decisions.

The Impact of Tik Tok Social Media on Purchasing Decisions

The results of the analysis carried out state that Tiktok Social Media has a significant influence on consumer purchasing decisions for Bittersweet By Najla. The research results are in line with research conducted by (Indriyani & Suri, 2020) and (Othysalonika et al., 2022) where the results of this research state that Social Media has a significant influence on purchasing decisions. Based on the theory and research results previously presented, TikTok social media is a tool for promoting and selling a product online (E-Commerce) so that it can influence consumer purchasing decisions. In contrast to Twitter which is only a social media or interaction for the exchange of information in cyberspace, the Tiktok platform also provides space for users (sellers) to carry out transactions directly and online. This statement is proven by the results of this research which states that the TikTok social media used by Bittersweet By Najla products influences consumer purchasing decisions. The content uploaded on Bittersweet By Najla's social media has been able to attract TikTok users so they decide to buy the product.

The Impact of Celebrity Endorser on Purchasing Decisions

The results of the analysis carried out state that celebrity endorsers have a significant influence on consumer product purchasing decisions for BitterSweet By Najla. The results of this research are in line with research conducted by (Erdiansyah, 2020) and (Kuhu et al., 2019) where the results of this research state that Celebrity Endorsers have a significant influence on purchasing decisions. Based on theory and the results of this research, it shows that celebrity endorsement is an important factor for a company to influence consumers to buy or use a product. This is proven by the use of celebrity endorsers which are used as a tool by Bittersweet By Najla as a medium to convey its products to consumers.

The Impact of Product Quality on Purchasing Decisions

The results of the analysis carried out state that product quality has a significant influence on consumer product purchasing decisions for Bittersweet By Najla. The results of this research are in line with research conducted by (Sukmawati et al., 2020) where this research states that product quality has a significant influence on purchasing decisions. Based on the theory and research results that have been presented, it shows that product quality is one of the factors that can influence purchasing decisions. Purchasing decisions are part of consumer behavior to satisfy their needs and desires, so product quality is an important consideration for consumers.

Conclusion

Based on the results of the analysis carried out above as well as hypothesis testing using SEM data analysis techniques, it can be concluded that: Tiktok Social Media

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Variables, Celebrity Endorser Variables and Product Quality Variables have a significant effect on Bittersweet By Najla consumer purchasing decision variables. And there are also many limitations and shortcomings with this research. Due to the results of this research, there are suggestions as follows: For future researchers, it is hoped that they can conduct research using a combination of different independent variables, based on previous research such as Price, Brand Image and Brand Trust. For Bittersweet By Najla, to improve and maintain the promotional methods carried out. When using Celebrity endorsers, you can collaborate with more influencers and public figures who are more widely known by the public and the target market share. And can maintain product quality that is trusted by consumers. For business people, to be able to improve their product promotion strategies and use social media and collaborate with public figures so that promotional activities are more effective and can influence consumers.

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Alfabeta.

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