

ARTICLE

The Influence of Tiktok Social Media Advertising and Brand Image on the Purchase Decision of Maybelline Products (Study on Tiktok Users in Bandar Lampung)

Kartika Chandra^{1*}, Ayi Ahadiat^{2*}, Mudji Rachmat Ramelan^{3*}

^{1,2,3} Lampung University | ^{1,2,3} St. Prof. Dr. Ir. Sumantri Brojonegoro No.1, Bandar Lampung City, Lampung 35141

✉ krtikachandra22@gmail.com¹, ayi.ahadiat@feb.unila.ac.id², muji@feb.unila.ac.id³

OPEN ACCESS

Citation: Kartika Chandra, Ayi Ahadiat, and Mudji Rachmat Ramelan. The Influence of Tiktok Social Media Advertising and Brand Image on the Purchase Decision of Maybelline Products (Study on Tiktok Users in Bandar Lampung). *Ijori Journal* Vol. 3 No. 2 (2023): 14-19. <https://doi.org/10.52000/ijori.v3i2.79>

e-ISSN : 2775-7641

Accepted: Mei 28th, 2023

© The Author(s)



This work is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-nc-sa/4.0/).

Abstract: The phenomenon of intense market competition has resulted in cosmetic product marketers being required to be more creative and innovative in order to compete with other local cosmetics. Companies or marketers must be able to attract consumer buying interest by utilizing social media advertising and increasing the brand image they have. The purpose of this study was to test how much influence social media advertising and brand image have on purchasing decisions for Maybelline products in Bandar Lampung. Seeing market conditions that are getting tighter, there must be a strategy to win the competition by paying attention to the use of social media which is used to advertise a product that is right and has a positive brand image that will increase the level of consumer purchases on Maybelline products.

The data used in this study are primary data obtained from the results of the respondents' answers collected with the help of a questionnaire. The number of samples in this study were 120 respondents. The sampling method uses purposive sampling, which is a technique for determining the sample according to the criteria determined by the researcher. The analytical method techniques used in this study were validity test, reliability test, analysis phase using multiple linear regression, and hypothesis testing, namely the t test and the coefficient of determination test (R²), with the help of the IBM SPSS 26 for windows application program. The results of this study indicate that social media advertising variables have a significant effect on purchasing decision variables.

Keywords: Social Media Advertising, Brand Image, Purchase Decision, Tiktok Platform, Maybelline Innovation.

1. Preliminary

The phenomenon of intense market competition has resulted in cosmetic product marketers being required to be more creative and innovative in order to compete with other local cosmetics. In the process of delivering product information to consumers, it must be in accordance with the goal of selling the product as much as possible. Companies or marketers must be able to attract consumer buying interest which will eventually become a purchasing decision. The purchase decision is a decision to continue or not to continue the purchase (Kotler & Keller, 2016).

Social media has an important role in marketing a product or service that will be delivered to the general public. According to (Kotler & Keller, 2016) social media is media used by consumers to share text, images, sound, and video information with other people and companies. Now consumers or potential buyers are able to get information about products through existing social media, one of which is Tiktok.

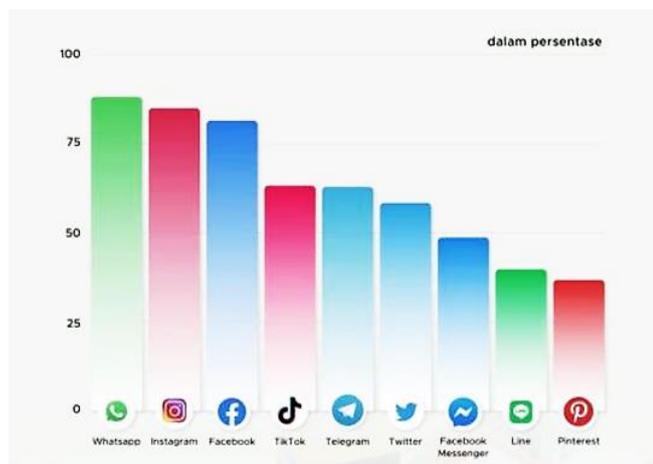


Figure 1. List of Most Used Social Media in Indonesia (2023)

Source: (List of Most Used Social Media in Indonesia 2023 - GoodStats, We Are Social, 2023)

Based on data from We Are Social, the social media platform most used by Indonesians in 2023 is the WhatsApp application with a percentage of 80 percent of all social media users in Indonesia. The Tiktok application itself as a social media ranks fourth most used after WhatApp, Instagram and Facebook. According to (TikTok- BBC News Indonesia, 2020) TikTok is a free video application resembling the shorter version of YouTube. Its users can upload videos with a duration of one minute and select songs and display filters in the application's database.

Based on data from (Databoks.co.id 2023) regarding the age of Tiktok users in Indonesia. Users who use Tiktok the most are users aged 18-34 years. One of the industries that dominates the domestic market and is currently growing rapidly is the cosmetics industry. Through this, business people, especially in the beauty sector, are starting to explore providing information about their products through social media Tiktok. One of the brands is Maybelline.

Maybelline as a well-known brand in Indonesia and even in the world, the use of the Tiktok application as an advertising medium does not always have a positive impact or response from consumers. Maybelline's advertising videos on Tiktok often don't go viral or in the language of Tiktok users it's FYP. To quote the most popular definition in Urban Dictionary, FYP stands for the phrase For Your Page. This term relates to the "For You" column on the homepage or front page of the TikTok app. Here are some Maybelline ad videos on Tiktok that are not viral or FYP:

Maybelline's advertising videos on Tiktok show that the use of the Tiktok application has not fully

reached and attracted consumers to buy Maybelline products. According to (Morissan, 2015) social media advertising is an important promotional instrument, especially for companies that produce goods or services for the wider community. Advertising is also something that many people talk about because the reach is quite wide. Tiktok has another feature, namely the TikToc Ads Manager. Tiktok Ads Manager provides various tools needed to create and manage ads on TikToc. 83% of consumers prefer to see video ads from a brand over other formats such as text posts or gifs.

Social media advertising is not only used as a factor used to increase customer purchasing decisions, There are other factors that can influence a consumer's purchasing decision, one of which is brand image. According to (Kolter & Armstrong, 2016) brand image is a set of consumer beliefs about a particular product. Brand image can develop product lines by utilizing the positive image that has been formed on old product brands. The success of the company is assessed if it has a good image, when it can provide customer facilities according to needs with ease in the process of purchasing the products that customers need.

Table 1. Cosmetic Brand Comparison Index 2023

Brand	Index 2019	Index 2020	Index 2021	Index 2022	Index 2023
Caring	5.50	7.50	6.70	4.30	5.70
Make Over	0	0	7.80	10.20	11.30
Maybelline	4.30	4.70	7.40	6.80	7.80
Pixy	10.10	10.80	10.80	11.40	8.10
Wardah	34.60	27.60	26.70	24.70	23.60

Source: (Brand Comparison, 2023)

Based on the results of brand comparisons on the Top Brand Award 2023 data, Maybelline ranks third, still below the Caring and Make Over brands. This shows that the Maybelline brand is not yet attractive enough compared to the two brands above it. Consumers with a positive image of a brand are more likely consumers to make purchases of that product.

Seeing the increasingly tight market conditions, there must be a strategy to win the competition. Based on the conditions faced by Maybelline, it can be drawn the formulation of the problem, namely whether social media advertising and brand image affect purchasing decisions for Maybelline's product studies on Tiktok Platform users in Bandar Lampung. So, the purpose of this article is to find out how much influence Tiktok Social Media Advertising and Brand Image have on Maybelline product purchasing decisions (Studies on Tiktok Users in Bandar Lampung)

Article Instruments

A. Social media

According to (Kotler & Keller, 2016) Social media is a means for consumers to share text, image, video and audio coverage with each other and with a company and vice versa. According to (Raji et al., 2019) defines social media as: "A media platform that focuses on the existence of users who facilitate them in their activities and collaborations, therefore social media can be seen as an online medium (facilitator) that strengthens relationships between users as well as a bond. social". According to (Lutfie & Marcelino, 2020) the indicators as measuring tools used in this study can be measured using four indicators, namely:

1) Empathy

Empathy is a state in which a person feels himself in the same state of feeling or thinking as someone else. In general, social media users understand the content of the information conveyed through advertisements on social media, which initially had no emotional meaning for social media users.

2) Persuasion.

Persuasion is a change that occurs with the beliefs of social media users, attitudes and behavioral desires caused by promotional communications from social media.

3) Impact

Can a brand stand out compared to other brands in the same category and is advertising able to influence consumers in the message conveyed.

4) Communication

The communication dimension provides information about consumers' ability to remember the main messages conveyed, as well as emphasizing the understanding of social media users and the strength of the remaining impressions from the information provided in advertisements.

B. Advertisement

According to (Kotler & Keller, 2016), advertising can be a cost effective way to spread messages, either to build brand preferences or to educate consumers. Even in today's challenging environment, good advertising can pay off. According to (Morissan, 2015) advertising is a form of promotion that is best known and most talked about, because of the wide reach of advertising.

C. Brand Image

According to (Keller, 2016) brand image is the value and meaning attached to consumers through a product or service. Based on this description, what is meant by brand image is the consumer's response to a company's brand which results in consumer trust in the company. According to (Priansa, 2017) brand image describes the involvement between consumers and brands that comes from experience. According to (Lutfie & Marcelino, 2020) it can be measured in the following way:

- 1) The strength of Brand Association, a consistent marketing communication program all the time created can build a brand image in consumer memory.
- 2) Favorite Brand Association, a marketing communication program where the target market is directed at the ability of the Brand to be easily remembered by consumers.
- 3) The uniqueness of Brand Association, a marketing communication program that has two references to see similarities and differences with other brand or product associations.

D. Buying decision

According to (Kotler & Armstrong, 2016), purchasing decisions are actions from consumers to want to buy or not to a product. According to (Tjiptono, 2019) "Consumers buy a product not solely because they are after its functional benefits, but more than that they are also looking for certain meanings (such as self-image, prestige, even personality)". According to (Lutfie & Marcelino, 2020) indicators for purchasing decisions are as follows:

- 1) Recognition of needs, namely the process of making purchasing decisions where consumers recognize a problem or need.
- 2) Information search, which is a purchasing decision-making process in which consumers can only add attention or search for information and they are more interested in finding more information.
- 3) Evaluation of various alternatives, namely the purchase decision process in which consumers use this information to evaluate alternative brands that contain various choices.
- 4) Decision Purchasing, namely the process of making purchasing decisions where consumers actually buy the product.
- 5) Post-purchase behavior, namely the process of evaluating the purchase decision that has been

made before, whether it is in accordance with the wants and needs that were needed before.

E. Tiktok App

According to (Susilowati, 2018) TikTok is an application that is able to provide unique and interesting special effects that its users can easily use so they can make short videos with cool results and can be exhibited to friends and other users.

Hypothesis:

First hypothesis: Tiktok social media advertising has a significant effect on the decision to purchase Maybelline products (Study on Tiktok Users in Bandar Lampung).

Second hypothesis: Brand image has a significant effect on purchasing decisions for Maybelline products (Study on Tiktok Users in Bandar Lampung).

2. Research Methods

This research was completed using quantitative data by distributing questionnaires online via Google Form to respondents, namely consumers who use Tiktok in Bandar Lampung. The results of the data obtained are primary data by getting answers directly from respondents through filling out questionnaires online. Meanwhile, secondary data comes from journals and other information that helps this research. Consumers who use Shopee in Bandar Lampung are the population in this study. In determining the sample, the researchers used a probability sampling technique with a purposive sampling method using the formula (Hair et al., 2014) and obtained 120 consumers as respondents. The data collection method used was the observation of distributing questionnaires online.

3. Results and Discussion

Table 2. Results from Multiple Linear Analysis

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients	Standardized Coefficients			
	B	std. Error	Beta		
(Constant)	4.044	1.599		2.529	.013
1 Social Media Advertising	.773	.092	.589	8.444	.000
Brand Image	.354	.097	.253	3.631	.000

a. Dependent Variable: Purchase Decision (Y)

The table above shows that the constant value is 4,044, social media advertising is 0,589, brand image

is 0,253. Based on these values, the regression equation is obtained as follows:

From the Multiple Linear Formula Equations obtained:

$$Y = 4.044 + 0.589X_1 + 0.253X_2$$

Based on the results of the regression coefficient owned by the social media advertising variable, it means that the better the advertisement given, the more purchases will occur.

Based on the results of the regression coefficient owned by the brand image variable, it means that the better the corporate image given, the higher the purchase will occur.

This study has three variables, namely social media advertising, brand image and purchasing decisions.

3.1. The influence of social media advertising on purchasing decisions for Maybelline products in Bandar Lampung.

Based on the test results of the first hypothesis, it shows that there is a positive and significant influence between social media advertising on purchasing decisions. The results of the t statistical test for social media advertising variables obtained a t count value of 8.444, and a significance value of 0.000 < 0.05 and a regression coefficient value of 0.589. These results illustrate that social media advertising using the Tiktok platform is urgently needed by Maybelline to assist consumers in obtaining additional information regarding the product to be purchased and to be able to get influencers that consumers trust.

This is supported by the answers to the questionnaire filled out by respondents on social media advertising variables, the indicator that has the most dominant influence is "I often see influencers using Maybelline on the Tiktok platform". But there is still 3.3% in the indicator "I bought a Maybelline product because of an advertisement on the Tiktok platform." In this case, the better and more reviews given by influencers on Tiktok about Maybelline products, the higher the level of consumer purchasing decisions. From the results of the research conducted, it shows that consumers collect information that is more trusted through influencers on the Tiktok platform compared to advertisements provided by Maybelline.

3.2. The influence of brand image on consumer purchasing decisions for Maybelline products in Bandar Lampung.

Based on the test results of the second hypothesis, it shows that there is a positive and significant influence between brand image and purchasing decisions. The results of the t statistical test for the brand image variable obtained a calculated t value of 3.631, and a significance value of $0.000 < 0.05$ and a regression coefficient value of 0.253. These results illustrate that the brand image is quite needed by Maybelline to increase consumer confidence in Maybelline products before making a purchase.

This is supported by the answers to the questionnaire filled out by respondents on the brand image indicator variable that has the most dominant influence, "I feel that Maybelline product content on Tiktok has an expensive product image." But there is still 4.2% in the indicator "I feel that Maybelline product video content on Tiktok offers a luxurious impression." In this case, video content on Maybelline's Tiktok platform needs to be improved in order to increase consumer buying interest.

4. Conclusion

- a. The first hypothesis can be accepted because of the positive and significant effect of social media advertising variables on purchasing decisions with the most dominant indicator, namely the impact indicator with the statement "I often see influencers using Maybelline on the Tik Tok platform". This shows that tiktok influencers have a positive impact by providing Maybelline product information delivered by influencers.
- b. The weak indicator is the Empathy indicator with the statement "I bought a Maybelline product because of an advertisement on the Tiktok platform". So by maximizing the use of the tiktok application, it can attract the empathy of consumers to increase purchasing decisions.
- c. The second hypothesis can be accepted because of the positive and significant effect of the Brand Image variable on purchasing decisions with the most dominant indicator, namely the Favorites indicator from the Brand Association with the statement "I feel that Maybelline product content on Tiktok has an expensive product image". This shows that with Maybelline forming an expensive product image can improve purchasing decisions.
4. A weak indicator is an indicator of the uniqueness of the brand association with the

statement "I feel that Maybelline product content videos on Tiktok offer a luxurious impression". So it can be concluded that the better the content that is created and maximizes building a product image that impresses luxury, the purchasing decision will increase.

- d. Suggestions for future researchers, the researcher suggests adding other variables in order to find out what factors can influence purchasing decisions besides using innovation using the Tiktok Platform as an advertising medium. Future researchers can add other factors such as trust, quality, price, and so on, with the hope that future researchers can produce better research.

5. Acknowledgments

- a. Researchers suggest that Maybelline can increase empathy by maximizing the use of the tiktok application, such as taking advantage of the use of advertising innovations on the Tiktok comment column platform to reply to questions about the product information you want to obtain and to be more convincing in order to increase purchasing decisions.
- b. Researchers suggest that Maybelline should improve its image, by maximizing production innovation from all products made such as updating packaging, adding shade variants, and other things that are needed or most sought after at this time with the impression of being expensive and superior to other brands.

6. Bibliography

- AM, Morris. 2015. Integrated marketing communication advertising: Publisher, Jakarta Kencana.
- The meaning of FYP, Xyzbca, to Stitch, this is a list of terms on Tik Tok's all page - Kompas.com. 2023. Retrieved April 7, 2023, from <https://www.kompas.com/tren/read/2021/08/07/144500565/arti-fyp-xyzbca-untill-stitch-this-term-list-in-tiktok?page=all>
- List of Most Used Social Media in Indonesia 2023 - GoodStats. 2023. Retrieved April 6, 2023, from <https://goodstats.id/infographic/media-social-most-used-in-indonesia-2022-JpfD1>
- Brands Comparison. 2023. Retrieved April 6, 2023, from https://www.topbrandaward.com/komparasi_brand/dinding?id_award=1&id_kode=1&id_subkategory=298

- Kotler, P and Armstrong. 2018. Seventh Edition Marketing Principles. Salemba Empat Publishers. Jakarta.
- Kotler, Philip and Kevin Lane Keller, 2016: Marketing Management, 15th Edition New Jersey: Pearson Pretice Hall, Inc.
- Lutfie, H., & Marcelino, D. 2020. Creating online purchase decisions and brand images based on advertising effectiveness with epic models. *Scientific Journal of Management*, 10(3), 346-366.
- Examining the Effectiveness of Advertising on the TikTok Platform. 2023. Retrieved April 6, 2023, from <https://lifestyle.bisnis.com/read/20211116/220/1466366/menilik-effectiveness-beriklan-di-platform-tiktok>
- The majority of TikTok users are young, here are the details. 2023. Retrieved April 6, 2023, from <https://databoks.katadata.co.id/datapublish/2022/07/20/pengguna-tiktok-mayoritas-berusia-muda-ini-detail>
- Priansa, DJ 2017. *Consumer Behavior in Contemporary Business Competition*. Bandung: Alfabeta.
- Raji, RA 2019. The mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behavioral intention. 2018, 302–330. <https://doi.org/10.1108/JRIM-01-2018-0004>
- Septianto, F., & Tjiptono, F. 2019. The interactive effect of emotional appeals and past performance of a charity on the effectiveness of charitable advertising. *Journal of Retailing and Consumer Services*, 50, 189-198.
- Susilowati. 2018. Utilization of the TikTok Application as Personal Branding on Instagram. *Communication Journal*, Vol. 9 No. Sept. 2, 2018
- TikTok For Business. 2021. Retrieved April 6, 2023, from <https://www.tiktok.com/business/id/how-it-works>