



The Influence Of Promotion Strategies Through Tiktok, Word Of Mouth, And Brand Image On The Purchase Decision Of Somethinc Products Among Students Of The Faculty Of Economics And Business At Malikussaleh University

Pengaruh Strategi Promosi Melalui Tiktok, Word Of Mouth, Dan Brand Image Terhadap Keputusan Pembelian Produk Somethinc Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Malikussaleh

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Abstrak

Penelitian ini menganalisis pengaruh promosi TikTok, Word of Mouth (WOM), dan Brand Image terhadap keputusan pembelian produk Somethinc pada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Data dikumpulkan dari 110 responden melalui metode purposive sampling dan dianalisis dengan regresi linier berganda. Hasil menunjukkan bahwa ketiga variabel independen berpengaruh positif dan signifikan terhadap keputusan pembelian. Temuan ini dapat menjadi acuan bagi perusahaan dalam merancang strategi pemasaran.

Kata Kunci: *Keputusan Pembelian, Promosi TikTok, Word of Mouth*

Abstract

This study analyzes the influence of TikTok promotion, Word of Mouth (WOM), and Brand Image on the purchasing decisions of Somethinc products among students of the Faculty of Economics and Business at Universitas Malikussaleh. Data were collected from 110 respondents using purposive sampling and analyzed using multiple linear regression. The results show that all three independent variables have a positive and significant effect on purchasing decisions. These findings can serve as a reference for companies in designing effective marketing strategies.

Keywords: *Purchase Decision, TikTok Promotion, Word of Mouth*

INTRODUCTION

As time progresses, appearance has become an essential aspect in shaping an individual's self-image. Skincare and cosmetics are now considered primary needs, especially for women, as they not only enhance appearance but also maintain skin health. The demand for skincare and makeup products continues to rise, including among university students who often face hectic schedules and are prone to skin problems such as acne and dullness. One of the rapidly growing local brands is Somethinc, founded by Irene Ursula in May 2019. Somethinc offers halal, affordable skincare and makeup products tailored to various skin needs. Despite being relatively new, Somethinc once recorded sales of up to IDR 53.2 billion and became one of the best-selling brands. However, according to Kompas data in 2024, Somethinc has been overtaken by other brands such as Hanasui, Pinkflash, and OMG, indicating a significant decline in its competitive strength.



In the face of intense competition, promotion becomes a crucial strategy. Somethinc actively utilizes social media, particularly TikTok, to reach young consumers. Based on a survey by Devita (2020), Somethinc was the most popular brand on TikTok, with over 57 million views. Besides digital promotions, the Word of Mouth (WOM) strategy also has a strong influence. Recommendations from friends, family, or influencers are considered more trustworthy because they are perceived as genuine and based on direct experiences. In addition to promotion, Brand Image plays an important role in purchase decisions. A positive brand image builds trust, loyalty, and consumer pride. Brand image is shaped by perceptions, beliefs, and values associated with product quality. Somethinc is considered successful in building a brand image that is effective, affordable, and transparent about its product formulas, aligning with current consumer preferences.

The purchase decision itself is a complex process that includes the recognition of needs, information search, evaluation of alternatives, purchase, and post-purchase evaluation. In Somethinc's case, the decision-making process is influenced by TikTok promotions, Word of Mouth, and Brand Image. Students, as a target market, are highly responsive to user reviews, creative content, and brand reputation. This phenomenon reflects a shift in consumer preferences toward high-quality local products. Therefore, it is important for Somethinc and other local brands to continue strengthening their promotional strategies and building a consistent brand image. Based on this background, the researcher is interested in conducting a study entitled: "The Influence of Promotional Strategies through TikTok, Word of Mouth (WOM), and Brand Image on the Purchase Decision of Somethinc Products among Students of the Faculty of Economics and Business, Universitas Malikussaleh."

RESEARCH METHODS

Research Object and Location

This research was conducted at the Faculty of Economics and Business, Universitas Malikussaleh, with students as the subjects and the objects consisting of TikTok promotion, Word of Mouth (WOM), Brand Image, and purchase decision.

Population and Sample

According to Sekaran (2016), a population is a group that possesses certain characteristics to be studied or analyzed. The population in this research consists of 3,426 active students of the Faculty of Economics and Business, Universitas Malikussaleh, who have previously purchased Somethinc products. According to Sekaran (2006), a sample is a subset of the population that represents the whole. This study uses a non-probability sampling technique with a purposive sampling method, in which the sample is selected based on specific criteria. The criteria include students of the Faculty of Economics and Business, Universitas Malikussaleh, who have purchased Somethinc products at least twice. The sample size was determined using the Hair (2017) formula, which recommends 5 to 10 respondents per parameter in the model.

$$N = (\text{Number of Indicators} + \text{Number of Independent Variables}) \text{ Multiplied by } (5 \text{ to } 10)$$

A total of 110 respondents were selected as the sample from the 3,426 active students of the Faculty of Economics and Business. The distribution of the sample across study programs was calculated using the proportional formula:



$$\text{Sample Proportion} = \frac{\text{Number per Study Program}}{\text{Total Population}} \times \text{Sample Size}$$

Table 1. Population and Sample

No	Study Program	Number of Active Students	Number of Respondents
1.	Management	1.368	44
2.	Accounting	882	28
3.	Development Economics	515	17
4.	Sharia Economics atau Islamic Economics	526	17
5.	Entrepreneurship	135	4
Total Data :		3.426	110

Type of Data

The types of data used in this study are primary and secondary data. Primary data were obtained directly from respondents through the distribution of questionnaires to students of the Faculty of Economics and Business, Universitas Malikussaleh who have previously purchased Somethinc products. Meanwhile, secondary data were used as supporting information and were obtained from other relevant sources.

Measurement Scale

The data collected in this study are quantitative in nature, obtained through the distribution of questionnaires and measured using a Likert scale. According to Djaali (2008), the Likert scale is used to assess attitudes, opinions, and perceptions toward a particular phenomenon. The measurement is conducted using a 5-point interval scale, where a score of 1 indicates strong disagreement and a score of 5 indicates strong agreement.

Research Instrument Testing

Validity testing is used to determine whether the questionnaire is capable of measuring what it is supposed to measure, while reliability testing measures the consistency of the instrument as an indicator of a variable. Before multiple linear regression analysis, classical assumption tests are conducted, including: normality test to determine whether the data are normally distributed (Ghozali, 2016), multicollinearity test to examine whether there is a correlation among independent variables, and heteroscedasticity test to assess whether there is an unequal variance of residuals across observations (Ghozali, 2011).

Data Analysis Method

The analysis method used in this study is Multiple Linear Regression with the help of SPSS. This analysis is used to determine the effect of more than one independent variable on the dependent variable. The multiple linear regression model is used when there are at least two independent variables and aims to predict or explain the relationship between variables. One of the requirements for regression is a linear relationship between variable X and Y. This analysis also uses the adjusted R² value, as it is more accurate in assessing the strength of the regression model compared to the unadjusted R², which tends to increase as more variables are added (Ghozali, 2005).



Hypothesis Testing

Hypothesis testing in this study was conducted to examine the effect of the independent variables promotion through TikTok social media, Word of Mouth (WOM), and Brand Image on the dependent variable purchase decision, using the t-test (partial test). The t-test aims to assess the significance of each independent variable's individual effect, with a significance level of 5%. If the significance value (p-value) < 0.05, then the alternative hypothesis is accepted, which means the independent variable has a significant effect on the purchase decision (Ghozali, 2016).

RESULTS AND DISCUSSION

Based on the results of the normality test, the regression model in this study meets the normality assumption. This is indicated by the distribution of points that are close to the diagonal line, suggesting that the residuals are normally distributed. In addition, the histogram shows a pattern that resembles a bell-shaped curve, further confirming that the data are normally distributed. Therefore, the normality test is fulfilled, and the regression analysis can proceed. The results of the normality test are presented in the figure below:

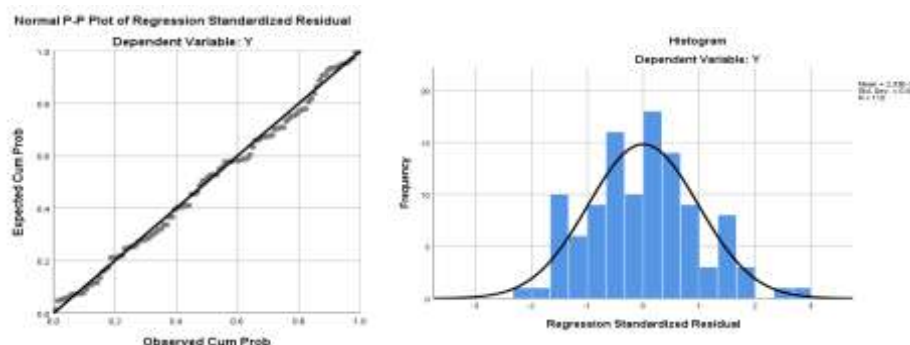


Figure 1. Normality Test (Probability Plot) and Normality Test (Histogram)

Based on the results of the multicollinearity test presented in Table 2, the regression model is declared free from multicollinearity issues. This is indicated by the tolerance values of all three variables being above 0.10, and the VIF (Variance Inflation Factor) values being below 10. Therefore, there is no strong correlation among the independent variables, and the regression model is appropriate for use in the subsequent analysis.

Table 2. Multicollinearity Test

<i>Model</i>	<i>Collinearity Statistics</i>	
	<i>Tolerance</i>	<i>VIF</i>
1 (Constant)		
Sosial Tiktok (X_1)	0.992	1.008
Word of Mouth (X_2)	0.993	1.007
Brand Image (X_3)	0.994	1.006

Based on the results of the Heteroscedasticity Test (Scatterplot), it can be seen that the points are randomly scattered, do not form any specific pattern, and are evenly distributed above and below the Y-axis at the value of 0. This pattern indicates that the regression model does not violate the classical assumptions, and therefore it can be concluded that there is no indication of heteroscedasticity in this study.

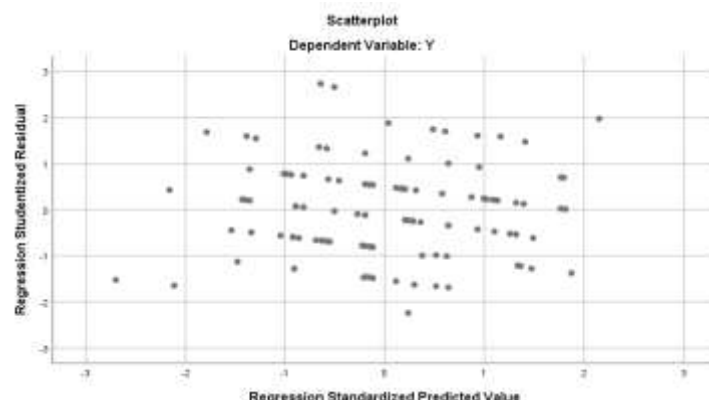


Figure 2. Heteroscedasticity Test (Scatterplot)

Table 3. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	17.252	3.032		5.689	0.000		
Sosial Tiktok (X1)	0.156	0.085	0.173	1.842	0.002	0.992	1.008
Word of Mouth (X2)	0.175	0.096	0.171	1.817	0.004	0.993	1.007
Brand Image (X3)	0.144	0.112	-0.121	-1.286	0.201	0.994	1.006

a. Dependent Variable: Y

Based on the regression results in Table 3, the constant value of 17.252 indicates the purchase decision level when all independent variables are equal to zero. The regression coefficients for TikTok Promotion (X₁) is 0.156, for Word of Mouth (X₂) is 0.175, and for Brand Image (X₃) is 0.144, indicating that all three variables have a positive influence on the purchase decision. However, Brand Image has the lowest influence among the three variables.

Table 4. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.613 ^a	0.479	0.418	1.50188

a. Predictors: (Constant), X₃, X₂, X₁

b. Dependent Variable: Y

The coefficient of determination (R²) value of 0.479 indicates that TikTok Promotion, Word of Mouth, and Brand Image explain 47.9% of the variation in Purchase Decision. Meanwhile, the Adjusted R² value of 0.418 shows that the model remains fairly strong even after adjusting for the number of variables. The remaining 52.1% is influenced by other factors outside the model.

Table 5. t-Test (Partial Test)

Variable	<i>t_{hitung}</i>	<i>t_{tabel}</i>	Description
Promosi Melalui Media Sosial Sosial TikTok (X ₁)	1.842	1.659	Berpengaruh
Word of Mouth (X ₂)	1.817	1.659	Berpengaruh
Brand Image (X ₃)	-1.286	1.659	Tidak Berpengaruh



Based on Table 5 of the t-test results, it is known that TikTok Promotion (X_1) has a t-value of 1.842, which is greater than the t-table value of 1.659, indicating a significant effect on Purchase Decision. Word of Mouth (X_2) also has a significant effect, with a t-value of 1.817 > t-table 1.659. However, Brand Image (X_3) has a t-value of $-1.286 < \text{t-table } 1.659$, indicating no significant effect on Purchase Decision. Therefore, H_1 and H_2 are accepted, while H_3 is rejected.

CONCLUSION

Based on the results of the study, it can be concluded that promotion through TikTok social media has a significant influence on the purchase decision of Somethinc products. Marketing strategies through this platform have proven effective in increasing consumer awareness and interest. In addition, Word of Mouth (WOM) also shows a significant influence on purchase decisions, where recommendations from friends, family, or influencers are considered more convincing than conventional advertising. Meanwhile, Brand Image does not show a statistically significant effect on purchase decisions. However, many respondents still provided positive responses regarding Somethinc's brand image, indicating that although its influence is not significant, Brand Image still plays a role in shaping positive consumer perceptions and may indirectly support purchase decisions.

Based on these findings, it is recommended that Somethinc strengthen its product identity through packaging, slogans, and by optimizing promotion on TikTok and Word of Mouth (WOM) strategies to increase brand recognition. Consumers are advised to be more selective in filtering promotional information and to consider reviews from various sources before making a purchase. Future research could explore other factors such as price, quality, or customer satisfaction to gain a more comprehensive understanding. Moreover, continuous improvement in product quality and marketing strategies is essential to drive purchase decisions and strengthen the brand image.

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