

The Effect Of Addressing Attention and Product Prices On The Purchase Decision Of Fashion Products On The Tiktok Shop Features In The Tiktok Application (Study on Students in Medan City)

Selin Sandrina¹, Nana Dyki Dirbawanto²

Ilmu Administrasi Bisnis, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Sumatera Utara

Email : Selinsandrinar@gmail.com

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ABSTRACT

This study aims to examine the effect of advertising attractiveness on purchasing decisions for fashion products on students who use the Tiktok Shop feature on the Tiktok application, analyze the effect of product prices on purchasing decisions for fashion products on students who use the Tiktok Shop feature on the Tiktok application, and analyze the effect of advertising attractiveness and product prices simultaneously on purchasing decisions for fashion products for students using the TikTok Shop feature on the Tiktok application in the city of Medan. The research method used in this research is quantitative. The population in this study were all students using the TikTok Shop feature on the Tiktok application in the city of Medan. The sample of this study was selected using a non-probability sampling technique with a total sample of 100 respondents. Data collection techniques in this study used primary data obtained from the distribution of Google form questionnaires, and secondary data obtained from books and articles as well as previous research related to this research. The data analysis method used is validity test, reliability test, classical assumption test, multiple linear analysis, partial test, simultaneous test and determination test. The results of this study indicate that the attractiveness of advertising (X1) and product prices (X2) have a significant effect on purchasing decisions. The attractiveness of advertising and product prices also has a significant simultaneous effect on purchasing decisions (Y). The results of this study indicate that the attractiveness of advertising (X1) and product prices (X2) have a significant effect on purchasing decisions. The attractiveness of advertising and product prices also has a significant simultaneous effect on purchasing decisions (Y).

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Corresponding Author :

Selin Sandrina

Ilmu Administrasi Bisnis, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Sumatera Utara

Email : Selinsandrinar@gmail.com

I. Introduction

Along with the increasingly tight business competition, especially the world of fashion and with the very rapid development of technology, it demands that many companies try to find ways to be able to compete and maintain their brands in the eyes of consumers. Now many e-commerce platforms have sprung up to market the products people need, especially Fashion. In Indonesia at this time, making

purchases on e-commerce platforms has become a habit because the process is fast and practical and can save effort and time used.

Seeing the rise of this fashion business, sellers who want to sell fashion goods are also increasing, so sellers must pay attention to this. One of the things that must be considered is the attractiveness of advertising and product prices. Even though people have opened their eyes regarding the world of fashion, sellers must also make good strategies so that their goods can be recognized by many people. Sellers of fashion products at the Tiktok Shop also make interesting advertising videos.

The attractiveness of advertising is very important in order to be able to communicate with consumers. With advertising, business owners in e-commerce can persuade consumers and arouse and maintain consumer memories about the products offered. Business owners must be able to position their products in the minds of consumers so that sales increase.

Currently, consumers are also getting smarter and more selective in choosing to buy a product. Many things are taken into consideration in deciding to buy goods, one of which is the price of the product. Prices greatly affect the financial performance of a company and also greatly influence the buyer's perception of a particular brand, (Tanama, 2017).

Tokopedia and Shopee are e-commerce with the highest number of enthusiasts compared to other e-commerce. Of course this makes it possible for a handful of people to see the potential and think about creating a new e-commerce. One company that has taken advantage of the success of the e-commerce business is the Tiktok application. Tiktok is developing its application by adding new features. Tiktok is a music video application originating from China. Tik Tok was founded by the founder of Toutiao, Zhang Yiming from China and was founded in September 2016.

II. method

Marketing strategy

Assauri (2018) marketing strategy is a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on the activities to be carried out to achieve the marketing objectives of a company. Therefore, the determination of the marketing strategy must be based on an analysis of the company's environment and internal through an analysis of the company's strengths and weaknesses as well as an analysis of the opportunities and threats faced by the company from its environment. Ayouvi (2019) states that the marketing strategy includes (1) segmentation which means how to divide the market based on certain variables (2) targeting which means choosing one or more market segments to be the target market (3) positioning which means the desired position is in consumer mind.

Advertising

Advertising is all paid forms carried out by a company to promote ideas, goods, services with certain sponsors Kotler and Keller (2018). According to Hermawan (Sitorus and Utami, 2017) advertising or advertising is part of fulfilling the marketing function whose function is not only to provide information but also to influence feelings, knowledge, beliefs, attitudes and image of a product. Amandeep (2017) put forward indicators of advertising attractiveness, including: 1. Interest in watching the uniqueness of advertisements. Informative advertising Clarity of advertising, Desire to buy the products displayed.

Price

Price is an exchange rate for goods or services which are generally expressed in currency, (Husni Muharram Ritonga & et al, 2018). Price greatly affects the financial performance of a company and also greatly influences the buyer's perception of a particular brand. A business or company must first set a price, namely when: (1) the company has just created or has just developed a new product; (2) the company is introducing its regular product for the first time; and (3) the company will participate in the auction of a new work contract (Tanama, 2017). According to Kotler and Keller (2018) the indicators that characterize price are: 1. Price affordability 2. Price compatibility with quality 3. Price competitiveness 4. Price according to benefits

Buying decision

Kotler and Armstrong (2018) argue that purchasing decisions are the stage of the decision process in which consumers will actually purchase products. All intentional behavior is based on the desires that result when the consumer consciously chooses one of the alternative courses of action. Furthermore, Effendi (2016) also argues that consumer decision making is an individual impression that carefully evaluates the attributes of a product, brand, or service and carries out a selection process to choose from one of the alternative solutions to needs problems. In making a decision to buy something, consumers have a goal or behavior which must be done to achieve that goal.

Purchase Decision Steps Kotler and Keller (2018) argue that the steps taken by consumers to make buying decisions are as follows: 1. Problem Recognition 2. Search

Information 3. Alternative Evaluation 4. Purchase Decision 5. . Post Purchase Behavior. Purchasing Decision Indicators According to Kotler and Keller (2018): 1. Introduction to Problems 2.

Information Search 3. Evaluation of Alternatives 4. Purchase Satisfaction 5. Post Purchase Behavior.

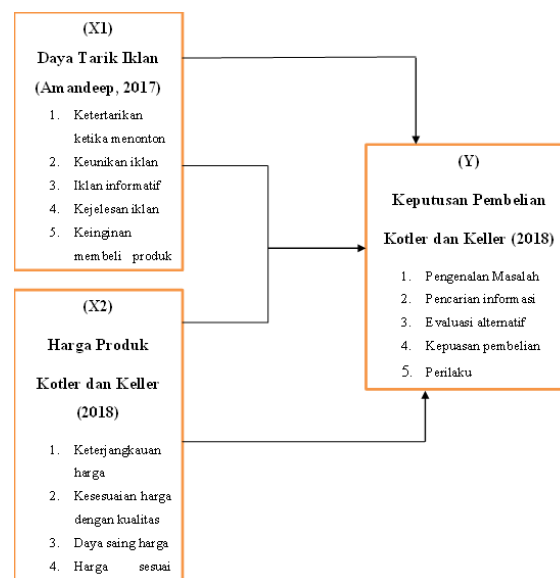
Previous Research

Tusanputri, 2021 This study aims to find out how crucial and how much influence the free shipping program has on purchasing decisions on the TikTok Shop e-commerce platform Anggia, Kawet and Ogi, 2015 The purpose of this research is to determine the effect of promotion strategy, price, and satisfaction on Manado Post newspaper consumer loyalty Widyana, Eldine and Muniroh, 2019 This study aims to determine the effect of advertising attractiveness on purchasing decisions at Ria Busana Department Store.

Riyanti, 2021 the purpose of this research is to determine the effect of advertising, brand image, and price on purchasing decisions on e-commerce Shopee.

Framework of thinking

This research has several variables that have been used as a means of foundation of research theory. The X1 variable of this research is Advertising Attractiveness, the X2 variable of this research is Product Price, and the Y variable in this research is Purchase Decision. The researcher describes the framework of this research as follows:



Research Hypothesis

Based on the picture above, the hypothesis proposed in this study is as follows:

1. Ha1: There is an influence of Advertising Attractiveness on the decision to purchase Fashion products for students who use the TikTok Shop feature on the Tiktok application in the city of Medan.

2. H01: There is no influence of Advertising Attractiveness on the decision to purchase Fashion products for students who use the TikTok Shop feature on the Tiktok application in the city of Medan.
3. Ha2: There is an influence on product prices on purchasing decisions for fashion products among students who use the TikTok Shop feature on the Tiktok application in Medan.
4. H02: There is no effect of product prices on the decision to purchase fashion products for students who use the TikTok Shop feature on the Tiktok application in the city of Medan.
5. Ha3: There is an influence of Advertising Attractiveness and Product Prices on the decision to purchase Fashion products for students who use the TikTok Shop feature on the Tiktok application in the city of Medan.
6. H03: There is no effect of Advertising Attractiveness and Product Prices on the decision to purchase Fashion products for students who use the TikTok Shop feature on the Tiktok application in the city of Medan.

III. Results And Discussion

Demographic characteristics in this study consisted of gender, age, income/money per month, origin of college, level of education, frequency of purchases. The identity of the respondents obtained by the researcher is as follows.

Table 1 Demographic Characteristics

Characteristics Demographic	Frequenc y (f)
Gender	
Man	45
Woman	55
Age	
17-25 Years	94%
26-35 Years	5%
35- 45 Years	1%
> 45 Years	-
Income	
< Rp. 500,000	47%
Rp. 500,000 - Rp. 1,000,000	39%
Rp. 1,000,000 – Rp. 2,000,000	9%
> Rp. 2,000,000	5%
Origin of College	
University of Northern Sumatra	18%
Medan State University	15%
Medan State Polytechnic	13%
North Sumatra Islamic University	15%
HKBP Nomensen University	12%
Medan Area University	15%
Methodist University	12%
University of Northern Sumatra	18%
Purchase	
1-2 Times	73%
3-7 Times	25%
8-13 Times	2%
>14 Times	-

Source: Results of Primary Data Processing (2022)

Table 2 Multiple Linear Regression Test

Coefficients ^a					
Model	Unstandardized Coefficients		standardized Coefficients	Q	Sig.
	B	std. Error	Betas		
(Constant)	6.135	2,480		2,474	,015
PowerPull Advertisement	,647	,111	,468	5,842	,000
Product Price	,723	,139	,416	5,198	,000

a. Dependent Variable: PURCHASE DECISION

Source: SPSS Data Processing Results 26

Based on the results of the regression test above, the multiple linear regression model used in this study can be formulated as: $Y = 6.135 + 0.647X_1 + 0.723X_2$

On equality regression the can be concluded:

1. The constant coefficient is 6.135, which means that if the independent variable advertising attractiveness (X_1) and product price (X_2) is zero, then the value of the purchase decision will remain at 6.135.
2. The regression coefficient of Advertising Attractiveness (X_1) is 0.647 which means that if it is assumed that the X_1 variable increases by one unit, then the Purchase Decision (Y) increases by 0.647. The value of the Advertising Attractiveness variable (X_1) on the Purchase Decision variable (Y) is positive, meaning that the higher the value of the X_1 variable, the higher the value of the Y variable.
3. The regression coefficient for the Product Price variable (X_2) is 0.723, which means that if it is assumed that the X_2 variable has increased by one unit, then the purchase decision variable (Y) has increased by 0.723. The value of variable X_2 on variable Y is positive, meaning that the higher the value of variable X_2 , the higher the value of variable Y .

Multiple Linear Regression Analysis

This multiple linear regression analysis aims to examine the effect of the independent variables, namely, advertising attractiveness (X_1) and product price (X_2) and purchasing decisions (Y). The results of the multiple linear regression analysis test in this study will be presented as follows.

Partial Significance Test (T Test)

Table 3 Partial Significance Test (T Test)

Coefficients ^a					
Model	Unstandardized Coefficients		standardized Coefficients	Q	Sig.
	B	std. Error	Betas		
(Constant)	6.135	2,480		2,474	,015
Power Pull Advertisement	,647	,111	,468	5,842	,000
Product Price	,723	,139	,416	5,198	,000

Dependent Variable	KEPUTUSAN BELIAN
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Source: SPSS Data Processing Results 26

Based on the results of the t test in table 4.36 it can be concluded that:

1. The results of testing the Statistical Software program for the advertising attractiveness variable (X1) on purchasing decisions (Y) obtained a tcount value of 5.842 where the tcount value is greater than the ttable value which is equal to 1.984 ($5.842 > 1.984$) with a significance value smaller than 0.05 (0.000 < 0.05) and a positive regression coefficient of 0.647. This shows that the advertising attractiveness variable (X1) has a significant effect on purchasing decisions (Y). From these results it can be concluded that Ha1 is accepted and H01 is rejected.
2. Based on the test results using the Statistical Software program for the Product Price variable (X2) a tcount value of 5.842 is obtained, which means that it is greater than the ttable value of 1.984 ($5.842 > 1.984$) with a significance value smaller than 0.05 (0.000 < 0, 05) and a positive regression coefficient of 0.723. This shows that the product price variable has a significant effect on purchasing decisions (Y). From these results it can be concluded that Ha2 is accepted and H02 is rejected.

Simultaneous Test (Test F)

Simultaneous test (f test) in this study will be presented in the table below.

Table 4 Simultaneous Test (Test F)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2307,156	2	1153,578	90,141	,000b
	Residual	1241,354	97	12,797		
	Total	3548,510	99			

a. Dependent Variable: Purchase Decision

Source: SPSS Data Processing Results 26

Based on the results of table data processing

4 it can be seen that the Fcount value obtained is 90.141, which means that the fcount value is greater than the Ftable value, namely $90.141 > 3.09$ or based on the Sig value. namely $0.000 < 0.05$. These results mean that the independent variables, namely advertising attractiveness (X1) and product prices (X2) have a simultaneous effect on the dependent variable, namely Buyer's Decision (Y).

R2 Test (Coefficient of Determination)

The coefficient of determination test in this study will be presented in the table below.

Summary modelb			
Adjusted R	R Square	R	Model
		,806a	1

a. Predictors: (Constant)
b. Dependent Variable: Purchase Decision

Source: SPSS Data Processing Results 26

Based on the results of the data processing above, it can be seen that the R value is equal to 0.806 and the Adjusted R Square value or the coefficient of determination value above shows that the

Advertising Attractiveness and Product Price variables can explain the Purchase Decision variable by 64.3%, while the remaining 35.7% influenced by other variables such as brand ambassadors, consumer needs and other variables not discussed in this study.

IV. Conclusion

Based on the results of the research and discussion regarding the Effect of Advertising Attractiveness and Product Prices on Purchasing Decisions, it can be concluded as follows, Advertising attractiveness variable (X1) has a positive and partially significant effect on purchasing decisions (Y) made by students using the Tiktok feature Shop on the Tiktok application in Medan city. It can be concluded that Ha1 is accepted and H01 is rejected. The product price variable (X2) has a positive and partially significant effect on purchasing decisions (Y) made by students using the Tiktok Shop feature on the Tiktok application in Medan city . It can be concluded that Ha2 is accepted and H02 is rejected. The independent variable, namely advertising attractiveness and product price, simultaneously (together) influence the dependent variable, namely the purchase decision (Y) made by students who use the Tiktok Shop feature on the Tiktok application in Medan city. It can be concluded that Ha3 is accepted and H03 is rejected.

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