

---

# **The Influence of TikTok Social Media Marketing and Shopee Discounts On The Purchase Decision of Fashion Knitwear @daydeals.co Products On the Shopee Marketplace**

**Nicky Christian Suhendar<sup>1</sup>, Trufi Murdiani<sup>2</sup>, M. Ariza Eka Yusendra<sup>3</sup>, Soraya Asnusa<sup>4</sup>**

<sup>1-4</sup> Digital Business, IB Darmajaya, Indonesia

Email: nickychris20.2012140003@mail.darmajaya.ac.id, trufimurdiani@darmajaya.ac.id

---

## **Article Info**

**DOI:**

## **Article history:**

**Notifications Author**

July, 2024

**Final Revised**

July, 2024

**Published**

July, 2024

---

## **Keywords:**

Social Media

Digital Marketing

Selling

## **ABSTRACT**

This research aims to analyze the influence of social media marketing on TikTok and discounts on Shopee on purchasing decisions for fashion knitwear products from @Daydeals.co on the Shopee Marketplace. The research method used is multiple linear regression with a sample of 100 respondents who are active users of TikTok and Shopee and this research done by quantitative method. The results of the analysis show that the two independent variables, namely social media marketing TikTok (X1) and Shopee discounts (X2), have a significant influence both partially and simultaneously on the purchasing decision variable (Y). However, the influence of social media marketing on TikTok appears to be more dominant with a higher regression coefficient compared to price discounts on Shopee. These results show the importance of using TikTok social media marketing in increasing consumer purchasing decisions for fashion knitwear products from @Daydeals.co on the Shopee Marketplace. The practical implication of this research is the need for @Daydeals.co to be more focused and intensive in its marketing strategy via TikTok in order to increase their sales and presence in the online market. *@Daydeals.co to be more focused and intensive in its marketing strategy via TikTok in order to increase their sales and presence in the online market.*

---

## **Corresponding Author:**

Murdiani, Trufi, IIB Darmajaya, Indonesia

Email: trufimurdiani@darmajaya.ac.id

---

## **1. INTRODUCTION**

The internet offers many benefits for people who use it, through the internet people can exchange information without having to meet face-to-face making it easier for a person's work, including their shopping attitude. One can easily search and buy products

over the internet anytime and anywhere. In addition, the rapid development of internet and data technology also has a positive impact on the world of marketing.

With the presence of the internet, it has brought many influences in the world of technology, economics and business. The behavior of graph economists shows a significant increasing trend, showing that the role of the internet has become a necessity for economic improvement, both for the business world and individuals. The internet has become one of the means used by businesses and service providers to convey information and deliver products and services to customers. The development of technology makes it easier for potential buyers to access data about the products they want through the web or social networks. With the advent of social networks and mobile technology, customers are starting to share their thoughts on reviews, experiences and unsatisfactory services without time or space limitations.

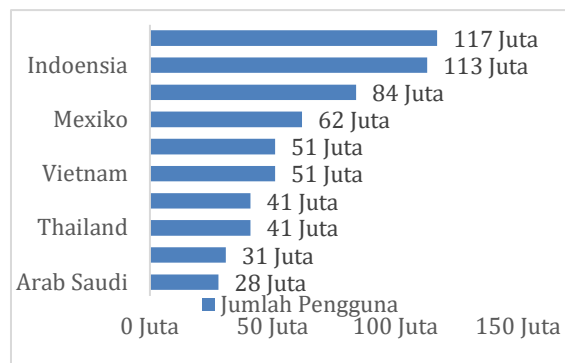


Figure 1. Internet Users in Indonesia 2023  
Source : Hootsuite (2023)

Based on figure 1, it is explained that internet users in Indonesia in January 2023 amounted to 215.63 million. Compared to the previous year, internet users in Indonesia increased by around 2.67%, based on the total population of Indonesia which amounted to 276.4 million people, 77% of half of the Indonesia people have experienced cyber access. Not only that, the need for the internet is not interrupted starting from waking up, helping with work, socializing to having fun making the need for sophisticated smartphones (Widarti & Ekonomi, 2015). So that the development of the times has led to the creation of marketing strategies through digital, one of which is social media.

Social media is an online medium, with users can easily participate, share and create content including blogs, social networks, wikis, forums and virtual worlds (Liedfray et al., 2022). This also makes several social media platforms the choice for users to choose as a promotional and communication medium considering the many attractive and attractive features on social media (Murdiani et al., 2022).

According to Wibowo and Priansa (2017:182), social media marketing allows companies to achieve a better understanding of customer needs to build more effective and efficient relationships. So the company must be able to convey and influence the public with the information conveyed, so that the information can be discussed by the public. With this social media marketing, information can be disseminated widely and easily, so companies must package the information into interesting content that is able to be discussed by the public or consumers (Kusuma et al., n.d.). The emergence of this trend has made many companies switch from conventional marketing to digital marketing. One of the social media marketing that is now popular is TikTok. TikTok is one of the social media platforms that provides the possibility for its users to be able to create short videos with a long duration of up to 3 minutes supported by music, filters, live and various other creative features.



**Figure 2** Use of TikTok in Indonesia 2023  
Source : Databoks (2023)

Based on Figure 2, it shows that the data on the number of TikTok users in Indonesia exceeds the number of TikTok users in Brazil, Mexico, Russia and others. Indonesia is the second ranked country with 113 million users using *TikTok social media* and the first ranked is the United States with 117 million TikTok users. This number is only a difference of 4 million users from the number of TikTok users in the United States. The thing that can be done by business people in order to achieve the goals that have been determined is to know *the social media* that is often used by the market.

One of the activities to achieve the success of the project is to maximize the promotion. This promotional activity is a form of communication with consular services, that is, it can be carried out in a way that is carried out in a way that is used in the promotion of the project (Haryani, 2019). Sometimes the implementation of promotions in marketing is not always sincere and the results are not optimal. This is due to Meldia's choice not to be shy about it, resulting in the waste and failure of the core mission of the company in displaying its products. Because it is the application of a strategy to understand and implement advertising that is close to the target of the effective and efficient the sincerity of the company in increasing the achievement of the sales (Mahendra, 2018).

According to Jamarnis & Susanti (2019) Advertisement of the Cooperative of Volunteers in Recruitment Activities, Involving Candidates for Consular Consultations, Solicitations of Candidates, Solicitations of Counseling or Consultation of Goods or Services Offered by Solicitors or Agencies. (Jamarnis & Susanti, 2019)

Shopee, one of the e-commerce sites that facilitates online sales transactions, is a bridge between the customer and the customer. This platform can be accessed via laptops and smartphones, with PT. Shopee Internasional Indonesia highlighted the flagship in the form of a promotion program with the slogan "Free Shipping Fee-Indonesia" to promote the company brand.

This event has become a self-contained attraction for customers, considering the cost of shipping is also considered in online applications. There are many factors that can affect the consular protection when taking up the protection of the consuls, because the consular consuls can know the best possible strategy.

The consular prayer must be carried out in connection with the desire and the consular desire. If the store sells goods that are ready stock it also affects the revement of consumer purchases because buyers do not sell the goods until they are ready.

Micro, Small and Medium Enterprises (SME) is an indicator of regional economic development, contributing to the review of work and the improvement of creative economy (Murdiani et al., 2023).



**Figure 3** TikTok Daydeals.co

Based on figure 3, it is explained that @Daydeals.co is one of the TikTok accounts that sells specialty knitwear items or knitwear that are more dominated by women. @Daydeals.co chose TikTok social media because TikTok is more widely spread on the homepage of people who are opening TikTok, compared to Instagram where Instagram only appears 1 post out of thousands of other people's posts. This proves that the TikTok application is a popular and very effective application as a place to sell used goods.

Based on the results of the previous research, the existence of the several research gaps, that is, the first one, this research can analyze whether the social media marketing TikTok in promoting and discounting Shopee can increase the purity of the consular purchases on the Marketplace Shopee. For example, the researcher can ask whether the promoted containers and discounts on Shopee have a different impact on the consular contract. In addition, research can explore how the intelligence between the fashion knitwear @Daydelals.co product and the TikTok user is to explore the purchase. Factors such as optimizing and promoting content on TikTok, discounts when selling products on Shopee and getting free shipping, these results can be analyzed by understanding the importance of this intelligence in the face of the consular application.

In addition, this study can also take into account the promoted content with the influence of the TikTok algorithm to determine the visibility of @Daydeals fashion knitwear product content. Furthermore, comparing the effectiveness of social media and discounts on TikTok with other social media platforms such as Instagram, Facebook, or WhatsApp Business can also provide valuable insights. By delving deeper into these aspects, this research can provide a more complete and in-depth picture of how to promote content on TikTok social media and provide discounts on Shopee in influencing the purchase decision of @Daydeals fashion knitwear consumers.

In recent years, a current phenomenon in the fashion world is the rapidly increasing popularity of fashion knitwear products. On the other hand, Shopee as an e-commerce platform has also become an important place in purchasing products online, by providing attractive discounts for consumers. However, it is important to understand how these factors together or separately influence consumers' purchasing decisions towards @Daydeals fashion knitwear products.

Based on this Phenomenon and Background, Researcher interested to study "The Influence of Social Media Marketing TikTok and Shopee Discount to Purchase Decisions of Fashion Knitwelar Products @Daydelals.co on the Shopee Marketplace".

## **2. LITERATURE REVIEW**

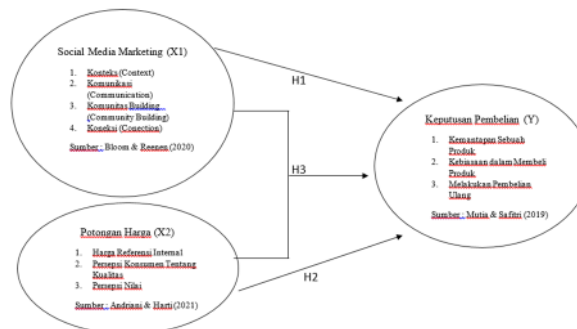
Social media marketing is part of the promotional mix that makes social media a means of promoting and marketing company products (Office & Pati, 2021).

---

According to Guneius in Mieva & Dh (2018) social media marketing is a social phenomenon that is not a reflection of awareness, recognition, memory, and attitudes of other products, people, or other elites and is carried out by media from social bookmarking, blogging, microblogging, social networking, and content sharing.

Discount is a strategy that is carried out by the government and the price of the price is increased from the price that is set by the government to create an impulse buying to increase the price of the product or service (Indra Bayu, n.d. 2018). The price of the product or service is to be able to attract customers because the discount offered will increase in the price of the product or service of the product.

The purchase is the consumers to buy product about whether is appropriate or not, the same as the information he knows, the relativeness of the product is that he witnesses it (Mutia & Safitri, 2019).



**Figure 4.** Conceptual Framework Model

### 3. METHOD

The following variables are independent of this study, namely TikTok social media marketing and Shopee discounts. In this study, the dependent variable is the decision to buy @Daydeals.co fashion knitwear products on the Shopee Marketplace.

So the number of samples is 6,313 (Total number of TikTok followers @Daydelals.co) and the number of samples that are still tolerable or desirable is 10%, as follows:

$$N = 6313 / (1 + 6313 (0,01)^2) = 6313 / 64,13 = 98,44$$

Based on the above calculations, the number of students who were rolled in the research was 98 people and bullied to 100.

The prevalence in this research is the followers of @Daydelals.co on TikTok which is managed from 6,313 followers and the sells the online product transaction on Shopee.

The sample sampling system applied in this research is non-probability sampling with the use of purposive sampling where the sample sampling is carried out by some criterias. The criteria that are reflected in this research are:

1. Age 17 – 35 years old, female
2. Respondents know about fashion knitwelar products @Daydelals.co
3. Respondents own and are TikTok social media users
4. Respondents who have made online transactions through Shopee
5. Respondents get discounts from purchases on Shopee

The data analysis in this study includes the instrument requirements test which is a validity test and a reliability test, a data analysis requirement test, namely a normality test, a linearity test and a multicollinearity test. This study uses a multiple linear

regression test data analysis method where all of them must require normally distributed data along with hypothesis testing of partial test (t-test) and simultaneous test (f-test).

#### 4. RESULTS AND DISCUSSION

| Coefficients <sup>a</sup> |            |                             |            |                           |       |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | t     |
|                           |            | B                           | Std. Error | Beta                      |       |
| 1                         | (Constant) | 12.349                      | 1.770      |                           | 6.978 |
|                           | X1         | .298                        | .061       | .554                      | 4.846 |
|                           | X2         | .121                        | .099       | .140                      | 1.222 |

a. Dependent Variable: Y

Source : Results of the author's data processing

From the analysis with the help of the SPSS program, the following results were obtained:

$$Y = 12,349 + 0,298X1 + 0,121X2$$

In the multiple linear regression analysis carried out, a constant value of 12.349 was obtained. That is, if the independent variable has a value of 0 (constant), then the dependent variable will have a value of 12.349. In addition, the coefficient value for TikTok social media marketing is 0.298, which means that if TikTok's social media marketing goes up by one unit, then the purchase decision will increase by 0.298 per unit. Meanwhile, the value of the coefficient for Shopee discounts is 0.121, which means that if the discount goes up by one unit, then the purchase decision will increase by 0.121 per unit.

The result of the coefficient value of the co-ordination (R) of selbelsar is 0.665 which indicates the level of ecstasy between the seldang variables. While the value of the retail product (R square) of selbelsar is 0.443, it is stated that the retail product (Y) is affected by the social media marketing TikTok (X1) and the Shopee discount (X2) is in front of the retail product of fashion knitweler @Daydelals.co on the Shopee Marketplace 43% while the rest is used by the retail factor or other variables.

Based on the results of the study, it is stated that TikTok Social Marketing has a significant effect on Purchase Decisions. From the results of the double linear regression study, it was found that the variables of social media marketing on TikTok and discounts on Shopee have a significant impact on the purchase decision of @Daydeals.co fashion knitwear products on the Shopee marketplace, but the effect of influence from social media marketing appears to be greater than discounts on Shopee, this is because by several factors. Firstly, the greater influence of social media marketing can be caused by the high interaction and engagement of users with TikTok content. TikTok content tends to be more engaging and entertaining, so it can create a strong emotional connection with potential consumers, which in turn can increase their likelihood of buying products from Daydeals.co.

Shopee discounts from @Daydeals.co on the Shopee Marketplace have the potential to influence consumers' purchasing decisions by providing direct incentives for purchases. Rebates create a better perception of value for consumers, increase purchase motivation, and create buying urgency, especially if they are limited. Rebate strategies can also build customer loyalty, although they must be managed wisely so as not to damage the brand image and product value. Therefore, @Daydeals.co needs to consider the right rebate strategy to maximize its positive impact on consumer purchasing decisions.

Based on the results of the research, TikTok social media marketing and Shopee discounts have a significant effect on @Daydeals.co purchase decisions on the Shopee Marketplace. TikTok has made a huge impact because its creative features allow for direct interaction with audiences, build close relationships with potential consumers, and increase brand awareness. Discounts on Shopee are also important because they encourage consumers to choose @Daydeals.co over competitors. However, the influence of

these two factors varies depending on consumer preferences. To maximize his influence, @Daydeals.co must combine TikTok's creative content with attractive discounts on Shopee

## **5. CONCLUSION**

Based on the results and discussion above, the difference in pelnellitian is that these two factors have a significant impact. Social media marketing on TikTok has a greater influence than discounts on Shopee on purchase decisions. This may be due to the appeal of creative and interactive content owned by TikTok, which is able to build closer relationships with potential consumers. On the other hand, discounts on Shopee still make an important contribution in influencing consumer purchasing decisions. Therefore, a marketing strategy that combines these two factors well can help @Daydeals.co increase sales of fashion knitwear products on the Shopee Marketplace.

a statement that what is expected, as stated in the "INTRODUCTION" section can ultimately result in "RESULTS AND DISCUSSION" section, so there is compatibility. Moreover, it can also be added to the prospect of the development of research results and application prospects of further studies into the next (based on result and discussion).

## **REFERENCES**

- Haryani, D. S. (2019). Pengaruh Periklanan Dan Promosi Penjualan Terhadap Keputusan Pembelian Pada Perumahan Griya Puspendari Asri Tanjungpinang. *Jurnal Dimensi*, 8(1), 54–70. <https://doi.org/10.33373/dms.v8i1.1827>
- Indra Bayu Baskara. (2018). Pengaruh Potongan Harga (Discount) Terhadap Pembelian Tidak Terencana (Impuse Buying) (Studi Pada Pengunjung Matahari Department Store Johar Plaza Jember), 87–96.
- Jamarnis, S., & Susanti, F. (2019). Pegaaruh Harga Dan Periklanan Melalui Internet Terhadap Keputusan Pembelian Produk Sabun Merek Lux Pada Mahasiswa Stie “Kbp” Padang. *Jurnal Manajemen Teori Dan Terapan*, 2(1), 1–10. <https://osf.io/preprints/inarxiv/xz3d8/>
- Kantor, D. I., & Pati, P. O. S. (2021). PENGARUH SOCIAL MEDIA MARKETING TERHADAP KEPUTUSAN PEMBELIAN JASA PENGIRIMAN BARANG. 11.
- Kusuma, B. A., Primadani, B., & Putri, S. (n.d.). PENGARUH SOCIAL MEDIA MARKETING TERHADAP BRAND EQUITY.
- Liedfray, T., Waani, F. J., & Lasut, J. J. (2022). Peran Media Sosial Dalam Mempererat Interaksi Antar Keluarga Di Desa Esandom Kecamatan Tombatu Timur Kabupaten Tombatu Timur Kabupaten Minasa Tenggara. *Jurnal Ilmiah Society*, 2(1), 2.
- Mahendra, A. (2018). International Group Cabang Medan.
- Murdiani, T., Asnusa, S., Herawati, H., & Rosiana Pasaribu, R. (2023). Pemberdayaan UMKM Simuley dalam Pemasaran Digital Melalui Pelatihan Menulis Copywriting yang SEO-Friendly. *Seminar Nasional Hasil Penelitian Dan Pengabdian Masyarakat 2023*, 25–31.
- Murdiani, T., Asnusa, S., & Ramaputra, M. G. (2022). Pemanfaatan Media Sosial Pilihan UMKM untuk Mendukung Upaya Digital Marketing. *Prosiding Seminar ...*, 117–125. <https://jurnal.darmajaya.ac.id/index.php/PSND/article/view/3256%0Ahttps://jurnal.darmajaya.ac.id/index.php/PSND/article/download/3256/1435>
- Mutia, I. N., & Safitri, H. M. (2019). Faktor – Faktor Yang Mempengaruhi Keputusan Pembelian Konsumen Pada Usaha Bite & Co. Café Lamprit Banda Aceh. *Jurnal Bisnis Dan Kajian Strategi Manajemen*, 2(2), 11–20. <https://doi.org/10.35308/jbkan.v2i2.980>
- Widarti, A., & Ekonomi, F. I. (2015). PENGEMBANGAN UKM KERIPIK TEMPE DI PEKON WAY JAHA Jaha Kecamatan Pugung UKM 01(2).