The Influence Of Discounts, Content Marketing And Influencer Marketing On Decisions To Purchase Scarlett Whitening Products At Tiktok Shop

Pengaruh Diskon, Content Marketing Dan Influencer Marketing Terhadap Keputusan Pembelian Produk Scarlett Whitening Di Tiktok Shop

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ABSTRACT
Currently, promotion or marketing systems can be done using an online system, which has become a normal thing for entrepreneurs, whether a company or individual. Online promotion or marketing aims to provide information to potential buyers and for other purposes to increase interest from potential buyers in the products or services that have been offered. The aim of this research is to explain the influence of discounts, content marketing and influencer marketing in influencing purchasing decisions for Scarlett Whitening products. This research took a sample of 100 respondents who were students of the Bachelor of Management study program class of 2020 at Pelita Bangsa University who had purchased Scarlett Whitening products. Collecting data includes distributing questionnaires and literature study. The type of research used is quantitative. The analytical methods used are validity testing, reliability testing, classical assumption testing, multiple linear regression analysis and hypothesis testing. The research results show that discounts partially have a positive and significant effect on purchasing decisions, content marketing partially has a positive and significant effect on purchasing decisions and influencer marketing partially has a positive and significant effect on purchasing decisions. It can be concluded that 68.6% of purchasing decisions are influenced by discount variables, content marketing and influencer marketing while the remaining 31.4% of purchasing decisions are influenced by other variables not examined in this research
Keywords: *Discount, Content Marketing Influencer Marketing Purchase Decision.*

ABSTRAK
Saat ini sistem promosi atau pemasaran dapat dilakukan dengan menggunakan sistem online yang sudah menjadi hal yang biasa dilakukan oleh para pengusaha, baik itu perusahaan maupun perorangan. Promosi atau pemasaran secara online bertujuan untuk memberikan informasi kepada calon pembeli dan untuk tujuan lain untuk meningkatkan minat dari calon pembeli terhadap produk atau jasa yang telah ditawarkan. Tujuan dari penelitian ini adalah untuk menjelaskan pengaruh diskon, content marketing dan influencer marketing dalam mempengaruhi keputusan pembelian produk Scarlett Whitening. Penelitian ini mengambil sampel sebanyak 100 responden yang merupakan mahasiswa program studi Sarjana Manajemen angkatan 2020 di Universitas Pelita Bangsa yang pernah melakukan pembelian produk Scarlett Whitening. Pengumpulan data meliputi penyebaran kuesioner dan studi pustaka. Jenis penelitian yang digunakan adalah kuantitatif. Metode analisis yang digunakan adalah uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda dan uji hipotesis. Hasil penelitian menunjukkan bahwa diskon secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian, content marketing secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian dan influencer marketing secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian. Dapat disimpulkan bahwa 68,6% keputusan pembelian dipengaruhi oleh variabel diskon, content marketing dan influencer marketing sedangkan sisanya sebesar 31,4% keputusan pembelian dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.
Kata Kunci: Diskon, Content Marketing Influencer Marketing Keputusan Pembelian.

1. Introduction

In the ongoing era of digitalization, advances in innovation and data are progressing rapidly, causing business competition to become increasingly fierce. As a result, manufacturers are forced to consider social, cultural, political, and economic changes from a more critical, creative, and innovative perspective. The main thing that must be done by a company to achieve success in business competition is to try to create *The Influence Of Discounts, Content Marketing And Influencer Marketing On Decisions To Purchase Scarlett Whitening Products At Tiktok Shop* techniques in the company to achieve the goal of expanding and retaining customers. In order for this goal to be achieved, every company must strive to create a workforce and products that suit the needs and desires of buyers.

Currently, promotion or marketing systems can be done using an online system, which has become a normal thing for entrepreneurs, whether a company or individual. E-commerce is increasingly developing in Indonesia along with the growth of the internet and the number of internet users. Merchant Machine (as a research institution in the UK), presents a list of ten countries with the fastest growth of web-based businesses in the world (Jannah et al., 2022). Indonesia leads the position of these countries with development of 78% in 2018 and is followed by Morocco in second place. The number of internet consumers in Indonesia has reached more than 100 million and is one of the driving forces for the development of online business.

According to information from the application research company, Apptopia, TikTok will be the application with the most downloads globally in 2022. The short video application developed by Bytedance managed to reach 672 million new downloads throughout the year. Apptopia calculated the number of application downloads from January 1 to December 20 2022, covering iOS and Android platforms globally. However, in China, Apptopia only considers downloads on the iOS platform. In addition, this research company measures downloads on a per-user basis, so that users who delete and re-download the app are not double-counted.(katadata.co.id).

The TikTok application has become a medium that displays broadcasts and a place for communication where traders and buyers can interact. Tiktok can be an application in the form of a social online business that provides a service to customers. Various services and features can be used through the TikTok application. If you sell on TikTok, sellers can also upload and monitor product data that has been offered to viewers or potential TikTok customers. TikTok has a huge magnet to attract customers to purchase a product because the number of TikTok users continues to increase, easy access to both the bidding and purchasing process, so it is easy to reach and is generally popular among the younger generation. TikTok also provides an attractive offer regarding free shipping costs to potential buyers. According to Maryani, Widodasih, and SBR (2023), product quality on TikTok is a simple form of marketing because it covers everything and can be easily connected to social media.

In research conducted by (Wiyanti, 2022) it is explained that the purpose of online promotion or marketing is to provide information to potential buyers and other purposes to increase interest from potential buyers for the products or services that have been offered. That way, this will have an impact on the behavior of potential buyers in making purchasing decisions. Purchasing decisions are the process of consumer interest in choosing whether to buy or not. The purchasing decision process is a cycle that buyers must go through, where the cycle starts from responding to the problems they are experiencing, looking for information about an item, assessing whether an item can reduce the problems they have, starting to reconsider to choose a decision, and whether there is any feedback obtained. after purchase. Purchasing decisions can be influenced by several factors such as price discounts, content marketing, and influencer marketing.

Discounts are something that can make customers interested in making purchases and

also having customers who are enthusiastic about making purchases will have a positive impact on company profits (Kumala and Fageh, 2022). According to Kotler (in Alghafari and Rahayu, 2021), discounts convey a statement of a price cut from the seller or producer to the customer and are interpreted as a form of appreciation to the customer for making a purchase and giving a feeling of satisfaction to the seller or producer. Meanwhile, research conducted by Kumala and Fageh (2022: 4) explains that discounts are a system that is considered quite appropriate and can also be used in sales promotions. The aim is none other than to maintain stability in the circulation of money so that the company's financial system runs smoothly and the hope is that it will be able to increase customer decisions to purchase a product.

Content Marketing is one that supports feelings to make purchasing decisions. Research that is related to the discussion of content marketing is shown by Isra et al (2024: 72), where in their research they state that systematic content marketing starts from planning, distributing and creating content that is interesting enough for the audience and in line with the target, thus providing the possibility viewers become buyers. In his research, he also stated that content marketing has the goal of making potential buyers interested and also making viewers indirectly become buyers.

Meanwhile, other supporting factors in the form of influencer marketing use other variables to carry out promotions to attract purchasing decisions from customers. Kotler (in Fathurrahman et al., 2021: 1210) explains that something that can influence behavior and the customer's decision to purchase a product or service by utilizing sales promotion techniques using influencers can be interpreted as influencer marketing. Influencers here will have a significant influence on descriptions related to the criteria of the product that will be presented and help to provide information with the aim of customers having other options for observing product evaluations. If the results of the influencer's video or presentation become booming, then purchasing decisions will also increase because the broadcast is quite interesting and spreads widely. This will also make the product get more attention from customers.

In research conducted by (Ilmi et al, 2023: 61), it is explained that purchasing decisions made by prospective buyers are created because of the influence of discounts on prices, interest in fashion, and the hedonistic behavior of potential buyers. Of the three, it gives positive results at the level of impulsive purchasing decisions for Scarlett Whitening products. Modeling for marketing in this research is also through online media, namely the Shopee marketplace. Research related to purchasing decisions was also conducted by Delia et al (2023). In his research, it was explained that purchasing decisions were influenced by content marketing and influencer marketing. The research was applied to the sales of local cosmetic products and promotional media using Tiktok Shop. The results of the research provide information that the presence of both variables simultaneously has an impact or influence on the decision to make a purchase for potential buyers.

Scarlett Whitening has now become a beauty care product that is popular with women, especially in Indonesia. What this product offers is the benefit of making skin bright quickly and precisely and its safety is guaranteed. Of course, by using TikTok Shop media the process of promoting it can be faster. TikTok Shop allows brands to showcase their products to the wider public. The video display method or broadcast method so that there is momentum to become viral or famous will be very interesting in advertising products on TikTokShop, because it has the capacity to contact a wider community. Tiktokshop is a medium that can attract customers to make purchasing decisions, including purchasing skin care products. Several variables influence the decision to make a purchase on TikTokShop, including well-known brands, video content, influence from influencers, live video views, and friendly prices (Silviana et al., 2023).

2. Method

The type of research used in this research is quantitative research using a questionnaire as a data collection tool. In this research, the data needed is primary data. The respondents in this research were 100 Pelita Bangsa University Bachelor of Management study program class of 2020 who has purchased Scarlett Whitening products. Primary data was obtained through distributing questionnaires to get an overview of the independent and dependent variables. In this research, the data that will be collected is the respondent's perception, therefore the simplest measurement is to use a questionnaire or questionnaire technique which will be handed over to each respondent, functioning as an instrument or measuring tool that will be delivered directly. Questionnaires or questionnaires will be designed using closed questions, namely questions that provide alternative answers, so that respondents only have to choose one answer that is considered most appropriate to the respondent's condition. The measurement scale used in this research adopts a Likert scale with 5 interval levels. The assessment is given based on the scale chosen by the respondent, namely the lowest level is given a value of 1 (one) and the highest level is given a value of 5 (five). The technique used to process data is statistical analysis techniques using SPSS.

3. Result And Discussion

Validity Test Result

The validity test aims to measure the quality of the questionnaire used as a research tool so that the tool can be said to be valid. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure. The test results from the reliability test (dk = n-2 = 100-2 = 98), with (α) = 0.05 are obtained from the r table 0.196, meaning that to find out whether the score of each statement item is valid or not, it is applied if r is calculated > r table and is positive then the variable is valid. And the research results stated that all items were valid.

T Test Result (Partial)

The t statistical test basically shows how much influence an independent variable individually explains the dependent variable. With a significance level (α) of 5% from df = n-K-1, the ttable value is *The Influence Of Discounts, Content Marketing And Influencer Marketing On Decisions To Purchase Scarlett Whitening Products At Tiktok Shop* obtained, then the ttable value is compared with the tcount value obtained. Testing the t statistical test is by comparing the P - value (sig - t) with a significance level of 0.05. If the P-value is smaller than 0.05 then the variable has no significant effect. The calculated t value is compared with the table t value. If t calculated is greater than t table then the hypothesis is rejected. The calculated t value is compared with the t table. If t count is greater than t table then the hypothesis is accepted, and conversely if t count is smaller than 1 table then the hypothesis is rejected. The t table value is obtained using the formula t table = t (α/2 : n - k - 1) so it is known that the t table value is 1.985. The results of the t test using the SPSS program obtained the following results:

Table 1. T Test

Coefficients[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	3.541	3.314		1.068	.288
Diskon	.264	.171	.132	3.546	.001

Content Marketing	.264	.065	.431	4.066	.000
Influencer Marketing	.344	.083	.354	4.155	.000

a. Variable Dependent: Purchase Decision

It is known that the sig value for the influence of X1 on Y is 0.001 < 0.05 and the calculated T value is 3.546 > t table 1.984, so that Ho is rejected and Ha is accepted. This means that the discount variable has a positive and significant effect on purchasing decisions for Scarlett Whitening products. In this research, it can be said that discounts are very influential on purchasing decisions for Scarlett Whitening products, because price cuts or discounts can make consumers feel satisfied so they have a big opportunity to attract consumers to buy this product.

It is known that the sig value for the influence of This means that the Content Marketing variable has a positive and significant effect on purchasing decisions for Scarlett Whitening products. In this research, it can be said that content marketing has a big influence on purchasing decisions for Scarlett Whitening products, because if the content is made well and interesting, consumers will automatically be interested in buying the product, which will become a purchasing decision.

Giving a sig value for the influence of This means that the Influencer Marketing variable has a positive and significant influence on the decision to purchase Scarlett Whitening products. In this research it can be said that Influencer Marketing has a great influence on the decision to purchase Scarlett Whitening *The Influence Of Discounts, Content Marketing And Influencer Marketing On Decisions To Purchase Scarlett Whitening Products At Tiktok Shop* products because each celebrity or influencer definitely has their own fans, so if the product uses the services of a celebrity or influencer promotions can definitely increase consumer purchasing levels.

Coefficient of Determination Test

The coefficient of determination is used to measure the ability of the independent variable to the dependent variable. The coefficient of determination value is between zero and one. A low R2 value indicates the ability of the independent variable to explain variations in the dependent variable.

Table 2. Coefficient Determination Test
Model Summary

Model	R	R Square	Adjusted R Square	Error of the Estimate
1	.834a	.696	.686	3.190

a. Predictors: (Constant), Influencer Marketing, Content Marketing, Discount

Based on the output above of 0.686, this means that the influence of variables X1, X2, X3 simultaneously on variable Y is 68.6%. So the influence of discounts, content marketing and influencer marketing on purchasing decisions for Scarlett Whitening products is 68.6%.

Simultaneous Test (F Test)

The F test aims to determine whether or not there is a simultaneous (together) influence given by the independent variable (X) to the dependent variable (Y). Simultaneous testing is the F test or what is usually called Analysis of Variance (ANOVA).

Table 3. Simultaneous Test Result

ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	23963,644	3	7987,881 324,514	,000b
	Residual	6941,273	96	23,450	
	Total	30904,917	99		

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Influencer Marketing, Content Marketing, Discount

The calculated f value is 324.514 > 2.70 with a significant value of 0.000 where this significance value is less than 0.05, thus giving the conclusion that all independent variables (Discounts, Content Marketing and Influencer Marketing) together influence the dependent variable (Purchasing Decision). *The Influence Of Discounts, Content Marketing And Influencer Marketing On Decisions To Purchase Scarlett Whitening Products At Tiktok Shop*

Discussion

Based on all the tests above regarding the effect of discounts on purchasing decisions, the sig result is smaller than 0.05, namely 0.001 and the calculated t value is 3.546 which is greater than the t table of 1.984, so discounts have a significant effect on purchasing decisions. Data processed using SPSS Version 22 and tested produced a calculated r value greater than the r table so that the validity test of the discount indicator was declared valid. Then in the reliability test all variables were able to produce values > 0.06. If the discount gets bigger, consumers' purchasing decisions to buy Scarlett Whitening products will also increase. The hypothesis in this study was accepted because the results of the t statistical test for the discount variable obtained a calculated t value of 3.546 which was greater than 1.984. Apart from that, the results of calculating the significant value are greater than the previously existing standard significant value (0.001<0.05). Thus, it can be seen that discounts partially have a positive and significant effect on purchasing decisions for Scarlett Whitening products.

Based on all the tests above regarding the influence of content marketing on purchasing decisions, the sig result is smaller than 0.05, namely 0.000 and the calculated t value is 4.066 with the t table being greater than 1.984, so that content marketing has a significant effect on purchasing decisions. The data was processed using SPSS Version 22 and tested to produce a calculated r value that was greater than the r table so that the validity test of the content marketing indicators was declared valid. Then in the reliability test all variables were able to produce values > 0.06. If content marketing gets better, consumer purchasing decisions to buy Scarlett Whitening products will also be greater. The hypothesis in this study was accepted because the results of the t statistical test for the content marketing variable obtained a calculated t value of 4.066 which was greater than 1.984. Apart from that, the results of the calculation of significant values are greater than the previously existing standard significant values (0.000<0.05). Thus, it can be seen that Content Marketing partially has a positive and significant effect on purchasing decisions for Scarlett Whitening products.

Based on all the tests above regarding the influence of influencer marketing on purchasing decisions, the sig result is smaller than 0.05, namely 0.000 and the calculated t value is 4.155 with the t table being greater than 1.984, so that influencer marketing has a significant influence on purchasing decisions. Data processed using SPSS Version 22 and tested produced a calculated r value greater than the r table so that the validity test of the influencer marketing indicator was declared valid. Then in the reliability test all variables were able to produce values > 0.06. If influencer marketing is higher, consumer purchasing decisions to buy Scarlett Whitening products will also be greater. The hypothesis in this study was accepted because the results of the t statistical test for the influencer marketing variable obtained a calculated t value of 4.155 which was greater than 1.984. Apart from that, the results of the calculation of significant values are greater than the previously existing standard significant values (0.000<0.05). Thus, it can be seen that Influencer Marketing partially has a positive and

significant influence on purchasing decisions for Scarlett Whitening products.

Based on the data analysis that has been carried out, it is known that the calculated f value is 324.514 > 2.70 with a significant value of 0.000, where this significance value is less than 0.05, thus giving the conclusion that Discounts, Content Marketing and Influencer Marketing together influence the decision to purchase Scarlett Whitening products.

4. Conclusion

Discounts partially have a positive and significant effect on purchasing decisions for Scarlett Whitening products. If the discount gets bigger, consumers' purchasing decisions to buy Scarlett Whitening products will also increase. It can be said that discounts are very influential on purchasing decisions for Scarlett Whitening products, because price cuts or discounts can make consumers feel satisfied so they have a big opportunity to attract consumers to buy the product. Then, Content Marketing partially has a positive and significant effect on purchasing decisions for Scarlett Whitening products. This means that if content marketing gets better, consumer purchasing decisions to buy Scarlett Whitening products will also be greater. In this research, it can be said that content marketing has a big influence on purchasing decisions for Scarlett Whitening products, because if the content is made well and interesting, consumers will automatically be interested in buying the product, which will become a purchasing decision. Meanwhile, Influencer Marketing partially has a positive and significant influence on purchasing decisions for Scarlett Whitening products. If influencer marketing is higher, consumer purchasing decisions to buy Scarlett Whitening products will also be greater. Influencer Marketing is very influential on purchasing decisions for Scarlett Whitening products because every celebrity or influencer definitely has their own fans, so if the product uses the services of a celebrity or influencer for promotion it can definitely increase the level of consumer purchases.

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