

THE INFLUENCE OF MICRO-INFLUENCERS AND DIGITAL MARKETING ON PURCHASE DECISIONS OF TIKTOK SHOP CUSTOMERS IN BENGKULU CITY

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ABSTRACT

This study aims to determine the influence of Micro-Influencers and Digital Marketing on Purchase Decisions of TikTok Shop customers in Bengkulu City, both partially and simultaneously. Using 120 respondents, the research analyzes the impact of these variables through multiple data analysis techniques, including instrument testing, classical assumption testing, multiple linear regression, and hypothesis testing. The results show that Micro-Influencers and Digital Marketing both have a significant impact on purchase decisions individually and collectively, highlighting their crucial role in consumer behavior on TikTok Shop.

INTRODUCTION

In recent years, digital marketing has become one of the primary strategies businesses use to reach consumers. This trend has grown even further with the emergence of micro-influencers—individuals with a relatively small but highly engaged following on social media. Micro-influencers are considered more authentic and have a stronger personal connection with their audience, making them more impactful on consumer purchasing decisions compared to major celebrities. In this context, local businesses in Bengkulu, such as those on TikTok, leverage micro-influencers to increase their product exposure. By using platforms like Instagram or TikTok, they can reach a relevant audience more effectively and

efficiently.

Moreover, the concept of digital marketing has become a crucial topic in the modern era, aligning with the growing consumer awareness of social and environmental responsibility. Digital marketing aims to create long-term value for businesses while ensuring environmental sustainability. Businesses in Bengkulu, including those on TikTok, face the challenge of not only focusing on short-term profitability but also adopting business practices that support sustainable digital marketing. Through collaborations with micro-influencers who promote eco-friendly products or digital messages, local stores have the opportunity to build a more positive brand image and meet the demands of modern consumers who are increasingly concerned with digital marketing issues.

LITERATURE REVIEW

(Hasibuan, 2016) states that purchase decision is the process of selecting a product or service after evaluating various factors. Consumers consider aspects such as needs, desires, price, and the benefits offered by the product before making a decision. This decision results from a complex analysis, including comparisons between different options available in the market.

(Japariato, 2020) emphasizes that a purchase decision is the outcome of a consumer's evaluation of various product or service options to fulfill their needs. This process involves considering internal factors (such as attitudes, perceptions, and experiences) as well as external factors (such as promotions, pricing, or trends). The decision is made after consumers weigh all the available information.

(Chaniago & Majid, 2023) state that micro-influencers are individuals with a following of between 1,000 and 100,000 on social media, known for their personal closeness to their audience. They are considered more trustworthy due to their authentic interactions and are seen as more relatable compared to influencers with larger followings.

(Girsang, 2020) mentions that micro-influencers are individuals with a smaller but highly loyal follower base, particularly within specific communities or niches. They are often regarded as a trusted source of information by their followers, making them highly effective in marketing campaigns targeting specific market segments.

(As-Syahri, 2024) states that digital marketing is the process of promoting products or services through digital media, including the internet and other electronic devices. As-Syahri emphasizes that digital marketing encompasses various strategies, such as SEO (Search Engine Optimization), social media marketing, email marketing, and digital advertising. This process allows companies to reach a broader audience in a more efficient and measurable way compared to traditional marketing. Additionally, digital marketing enables direct interaction between brands and consumers, creating a more personalized experience.

(Triskamto, 2024) explains that digital marketing includes all forms of marketing conducted through digital platforms. This involves the use of websites, applications, and social media to deliver marketing messages to target audiences. Digital marketing offers advantages in data analysis, allowing marketers to track campaign performance in real-time, make adjustments, and optimize strategies based on collected data. Triskamto also

highlights the importance of creating engaging and relevant content to capture consumers' attention in the competitive digital landscape.

RESEARCH METHOD

This chapter outlines the research methodology used in the study on the influence of micro-influencers and digital marketing on purchasing decisions. The research was conducted among consumers who have shopped on TikTok in Bengkulu, with initial observations made in October 2024. A descriptive quantitative approach was employed, comparing data collected through a questionnaire from a representative sample population.

The target population consists of TikTok consumers, with a purposive sampling method used to select 120 respondents based on specific criteria. This ensures that the sample is suitable for the study's objectives. Data collection was carried out using a well-structured questionnaire designed to gather detailed information, allowing respondents to provide their insights without feeling pressured. The questionnaire utilized a Likert scale for responses, facilitating quantitative analysis.

Data analysis techniques included instrument testing, where validity and reliability tests were conducted to confirm the effectiveness of the questionnaire. Validity was assessed through correlation thresholds, while reliability was evaluated using Cronbach's Alpha, with acceptable values set above 0.60. The classical assumption testing involved normality, multicollinearity, and heteroscedasticity tests to ensure the data met the necessary statistical assumptions. Finally, multiple linear regression analysis was employed to assess the impact of the independent variables (micro-influencer and digital marketing) on the dependent variable (purchasing decisions). Hypothesis testing included both partial (t-test) and simultaneous (F-test) evaluations to determine the influence of the independent variables on the dependent variable. This comprehensive methodology ensures the reliability and validity of the study's findings.

RESEARCH RESULTS AND DISCUSSION

This chapter presents the results of the study, analyzing data collected from 120 respondents regarding the influence of micro-influencers and digital marketing on purchasing decisions. The findings are categorized into several sections, including demographic characteristics, instrument testing results, and key findings related to the research variables.

1. General Overview of TikTok Shop

TikTok Shop is an e-commerce feature integrated into the TikTok platform, allowing users to purchase products directly through videos and live streams. It promotes interaction between sellers and consumers, enhancing the shopping experience.

2. Respondent Characteristics

The demographic characteristics of the respondents are summarized in the following tables:

Table 4.1: Respondent Characteristics by Gender

Characteristic	Number	Percentage (%)
Male	85	70.83
Female	35	29.17
Total	120	100%

Table 4.2: Respondent Characteristics by Age

Age Range	Number	Percentage (%)
17 - 29 years	80	53.72
30 - 40 years	30	37.03
> 40 years	10	9.25
Total	120	100%

3. Instrument Testing Results

The validity and reliability of the questionnaire were confirmed, ensuring accurate data collection.

Table 4.3: Validity Test Results

Variable	Item	Correlation	Validity
Micro-Influencer	H1	.874	Valid
Digital Marketing	P1	.485	Valid

Table 4.4: Reliability Test Results

Variable	Cronbach's Alpha	Reliability
Micro-Influencer	.900	Reliable
Digital Marketing	.620	Reliable
Purchase Decision	.681	Reliable

4. Key Findings

The results indicate that both micro-influencers and digital marketing significantly influence purchasing decisions on TikTok Shop. Statistical analysis revealed:

- Micro-influencer (X1) has a significant positive effect on purchasing decisions.
- Digital marketing (X2) also significantly impacts purchasing decisions.

Table 4.5: Summary of Hypothesis Testing

Variable	t-value	Significance (p)
Micro-Influencer	1.246	< 0.05
Digital Marketing	4.586	< 0.05

The findings support the hypothesis that both micro-influencers and digital marketing are effective tools in influencing consumer behavior. The close relationship between micro-

influencers and their audience enhances trust and credibility, which are crucial for driving purchasing decisions. Additionally, effective digital marketing strategies further amplify this effect, leading to increased sales and brand loyalty.

This chapter highlights the significant role of micro-influencers and digital marketing in shaping consumer purchasing behavior, providing valuable insights for businesses aiming to optimize their marketing strategies on platforms like TikTok.

CONCLUSION

1. Conclusion

Based on the research findings and discussions regarding the influence of micro-influencers and digital marketing on purchasing decisions at TikTok Shop, several conclusions can be drawn:

1. **Significant Influence of Micro-Influencers:** The study demonstrates that micro-influencers have a significant positive impact on purchasing decisions. Their ability to establish a personal connection with their audience enhances their credibility, leading to increased consumer trust and influence over buying behavior.
2. **Impact of Digital Marketing:** Digital marketing strategies also show a significant effect on purchasing decisions. The integration of various digital platforms allows for more effective engagement with consumers, which in turn boosts brand awareness and sales.
3. **Combined Effect:** The simultaneous influence of both micro-influencers and digital marketing indicates that businesses can enhance their marketing effectiveness by leveraging both elements. The collaborative approach between these two factors significantly drives purchasing decisions among consumers.

2. Recommendations

Based on the conclusions drawn from the study, the following recommendations are proposed:

1. **Utilize Micro-Influencers:** Businesses should consider partnering with micro-influencers who resonate with their target audience. The authenticity and relatability of micro-influencers can help in building trust and encouraging consumer purchases.
2. **Enhance Digital Marketing Strategies:** Companies should invest in comprehensive digital marketing strategies that incorporate various channels, including social media, email marketing, and content marketing. Engaging and relevant content will further attract and retain consumers.
3. **Monitor Consumer Feedback:** It is crucial for businesses to continuously monitor consumer feedback and adapt their strategies accordingly. Understanding consumer preferences and behaviors will aid in refining marketing efforts and improving overall

effectiveness.

4. **Integrate Sustainability:** As consumers become more environmentally conscious, integrating sustainability into marketing strategies can enhance brand image and attract a wider audience. Promoting products that align with sustainable practices can significantly influence purchasing decisions.
5. **Further Research:** Future research should explore the long-term effects of micro-influencers and digital marketing on consumer behavior across different demographics and market segments. This could provide deeper insights into optimizing marketing strategies.

This chapter emphasizes the essential role of micro-influencers and digital marketing in influencing purchasing decisions, offering practical recommendations for businesses seeking to enhance their marketing effectiveness in the digital age.

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