

## The Effect of Promotion Effectiveness on Product Consumer Purchase Intention Erto's Beauty Care Skincare Through Tiktok Social Media

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### Info Artikel

#### Keywords:

Tiktok, Purchase Intention,  
Erto's Beauty Care

ISSN (print): 1978-6387

ISSN (online): 2623-050X

### Abstract

The Government's decision to implement Large-Scale Social Restrictions (PSBB) in April 2020 had a broad impact on the production process, distribution, and other operational activities, thereby changing consumer consumption patterns for online transactions. Erto's Beauty Care utilizes the social media application TikTok in promotional activities to support its business. The purpose of this study was to determine the effect of promotion effectiveness on consumer purchase intentions for Erto's Beauty Care products using the TikTok application. The type of research used is descriptive quantitative. Based on the results of simple linear regression analysis, the results of the regression coefficient are positive numbers, which means the direction of the X and Y variables is positive, i.e. if the effectiveness of promotion in the TikTok application is higher, the consumer's purchase intention is also higher for Erto's Beauty Care products. From the results of the partial test or t test, it can be concluded that the effectiveness of the promotion has an effect on consumers' purchase intentions for Erto's Beauty Care products.

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## 1. Introduction

Quoted by Kompaspedia (Purwanto, 2021) that the Covid-19 pandemic experienced by Indonesia which has been confirmed by the Government on March 2, 2020 has resulted in a public health crisis. In connection with the Covid-19 pandemic experienced by Indonesia and demanding that the national economy continue to run, it is necessary to develop technology in Indonesia to become one of the media that can be used as another alternative in business and economic development. The technology that Indonesia can use to stabilize the national economy is the internet, because the internet can make it easier for business people and consumers to carry out various

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activities, such as seeking information, communicating and becoming a means of shopping. The number of internet users in Indonesia is growing very rapidly.

Based on the APJII survey, the number of internet users in this country is photographed. As a result, Indonesia's internet users increased by 10.12% in 2018 compared to the previous year. In total, internet users reached 171.17 million users out of a population of 264.16 million people. APJII has also conducted a survey in 2019 and in 2020 the second phase is expected to have results in January 2021 which is suspected to increase traffic by around 20-25%. In connection with the increasing number of internet users in Indonesia, business actors are using social media creatively and innovatively.

Social media is considered the most effective tool for conveying information so many people use it in their daily activities. Social media is used by the public in carrying out many activities ranging from entertainment, business, looking for information or other activities (Indika and Jovita, 2017). The use of social media is certainly supported by the development of social media users in Indonesia. Currently, the most popular social media among the people of Indonesia is TikTok. The TikTok app is a social media app where users can share short-form music videos. Application research company Sensor Tower again released a report on the most downloaded non-game apps during August 2020. This edition crowned TikTok as the best-selling application with a total download of more than 63.3 million downloads on IOS and Android devices. This number increased by 1.6 percent from the same period last year. According to Sensor Tower, the country with the most downloads of this application is Indonesia which accounts for 11 percent of total TikTok downloads. After Indonesia, Brazil became the second largest country in TikTok downloads with a contribution of 9 percent.

One of the business actors who uses TikTok to promote their products is an entrepreneur in the beauty field of skincare products, namely Erto's Beauty Care. This social media is very useful so that business actors can run their businesses during the Covid-19 pandemic due to the implementation of PSBB and PPKM. Erto's Beauty Care is a product of PT Erto Berjaya International, a facial care company that has a beauty clinic, Erto's Beauty Clinic which started the campaign mobilization on December 1, 2016. Erto's Beauty Clinic serves consumers in the field of manufacturing goods and services. In the field of services, Erto's Beauty Clinic serves skin care such as baby skin treatment and facial treatment. In the field of manufacturing, Erto's Beauty Clinic has Erto's Beauty Care skincare products consisting of cc cream, serum, facial wach, toner, and body cream. The main products produced in Erto's Beauty Care skincare are Erto's Niacinamide Serum and Erto's Serum Kinclong. PT Erto Berjaya International promotes Erto's Beauty Care products by means of direct promotions carried out at Erto's Beauty Clinic and promotions through social media, namely the Instagram application and the Tiktok application. In this study, it only focuses on promotions

carried out on social media, namely the TikTok application in the field of Erto's Beauty Care skincare products with serum products and does not research other Erto's Beauty Care products, namely in the field of services or services.

The Covid-19 pandemic, which has limited people's activities outside the home, does not mean that it is unnecessary or prevents people from doing skin care. This is evidenced by the existence of skincare products that are still in great demand by buyers. [Compas.co.id](https://www.compas.co.id) summarizes the sales of skincare products in the face serum category from two e-Commerces, namely Shopee and Tokopedia. From this survey, products from the Scarlett Whitening brand dominate sales in e-Commerce. Scarlett Whitening's two flagship products managed to occupy the first and second highest sales positions, namely Scarlett Whitening Brightly Ever After Serum with a total of 151,492 transactions and Scarlett Whitening Acne Serum with a total of 80,106 transactions. Both products have recorded a total sales value of at least Rp 15,500,000,000. Furthermore, in the third and fourth positions are products from Erto's, namely Erto's Niacinamide Serum with a total of 19,106 transactions and Erto's Serum Kinclong with a total of 5,429 transactions which recorded a total of IDR 2,666,851,832. Meanwhile, in fifth position is Garnier Sakura White Booster Serum 30 ml which managed to record a total of 3,166 transactions with a sales value of IDR 361,012,630.

Judging from the results of the top brand position, Scarlett is able to compete with Erto's Beauty Care. This can be seen from the followers on the TikTok Scarlett account with the account name @scarlett\_whitening as many as 309.5K but have not yet checked blue and liked as many as 1.9M. Meanwhile, the TikTok account Erto's Beauty Care with the name @ertos\_official account with 137.3K followers has been checked blue and liked as many as 2.6M. This blue tick on the TikTok application is given to accounts that have been recognized by the TikTok application itself, indicating that the account is a real account. In this case, Erto's Beauty Care continues to strive to increase its sales by utilizing TikTok's social media that uses the features in the TikTok application and takes advantage of followers and likes from account users on the TikTok application.

Based on this description, how does the effectiveness of the TikTok application promotion affect consumer purchase intentions on Erto's Beauty Care skincare products so that they have not placed the skincare product in the top position even though it has been recognized by the TikTok application as a real account?". In this case, it is also necessary to know and discuss the effectiveness of promotions and consumer purchase intentions in Erto's Beauty Care skincare products.

According to Kotler & Keller, (2015:26) suggests that marketing is a process of creating customer value to build a strong relationship with the aim of getting value from customers in return. Thus, the goal of marketing is to understand and know customers well so that the product or service can be in accordance with what the

customer expects. Marketing activities can be carried out using a marketing mix or marketing mix, which is a collection of tactical marketing tools, where the variables can be controlled by an organization to influence consumer reactions (Kotler & Keller, (2015:49)). One of the elements in the marketing mix is promotion.

Promotion is not only a means of communication between companies and consumers, but also a tool in influencing consumers to purchase or use services according to their needs and desires. Promotion as a means of communication, namely, the activity or process of conveying a message to the audience (message recipient) so that marketing communication activities are needed so that the message can be well received by the audience. Marketing communication is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands sold (M. Anang Firmansyah, (2019:2)). In order to be able to communicate with consumers, social media is used as a communication medium that is in great demand by today's society. According to Nasrullah, (2017:13) stated that social media is a tool or way of communication used by consumers to share information in the form of videos, images, texts, and audio to other people and to an organization or company as a form of virtual social bonding. One of the types of social media that consumers are most interested in interacting with for business activities and daily social relations is the TikTok application. According to Miller, (2020:205) the TikTok app is about a short recording of about 15 seconds with the previous music app.

The TikTok application has several dimensions, which are as follows:

1. TikTok App Users

About 66% of TikTok app users are under 30 years old and tend to be more users of the TikTok application are women.

2. Videos on TikTok

A TikTok user can transfer a video they recorded themselves or any video that is on their screen. There are ones included on TikTok that can rewind or speed up the recording and users can apply various channels. TikTok also has a "response" feature where users can record a video that incorporates their responses to other videos. A small window that shows the user can be set anywhere on the screen and this is a well-known element.

3. Support of Famous People on TikTok One way for the audience to be interested in paying attention and receiving messages from an advertisement is to use the figure of a famous person as an advertising star, also known as a celebrity endorser. According to Suryani, (2013:171) Celebrity endorser is an advertising figure used for an advertising promotion. The higher the popularity, the higher the fans.

#### 4. Content Services on TikTok

TikTok provides limited content creation services. This limited content is due to videos that are 15 seconds to 60 seconds long. Content on the TikTok application contains a review or review. A review or review is a summary, a review of several sources from movies, books, news, pictures and others. With a review, you can find out the advantages, disadvantages and quality of a work or product. The purpose is to provide information to readers or viewers about something and invite it or make the audience and readers more curious, this review is very important for marketing a certain product. The types of reviews are as follows:

(1) Review Text

Review text is a text to classify a work, both movies, books and others, in order to know the quality, weaknesses and weaknesses of the work.

(2) Journal Review

Journal review is a strategy to make it easier to understand the essence of the research that has been conducted.

(3) Review Gadget

Gadgets today are items that almost everyone owns. The age of technology now requires having gadgets as a means of communication on social media. Increasingly, gadget companies are increasingly competing to create and sell useful and sophisticated gadgets. The structure of product review writing is suitable for use in the latest review of a gadget.

(4) Book Review

Books are a window to the world even though in the age of technology today, some humans still read books to increase their insights. Books from the past to the present are still published. Every day books on various topics are printed and distributed. Readers need the latest reviews on books to make it easier for readers to find the right read.

(5) Electronics Review

Similar to gadgets and books, electronics help human work. The electronics that humans need must be selected according to the use. Potential users still need the latest and most complete review of electronics as a reference before buying.

(6) Food Reviews

Culinary is now increasingly mushrooming with tantalizing innovations. Food reviews never run out, chefs who explore every day create new and tempting foods. Prospective eaters want to know the content, smell, taste, and price of food. This food review is an easy way to write a review for beginners by looking at the appearance and tasting.

(7) App Review

The more modern and sophisticated types of gadgets are rampant, the more prevalent the types of applications that can be downloaded to support gadgets. Gadget users will look for applications that support their daily activities so that prospective application users need a review.

(8) Review Film

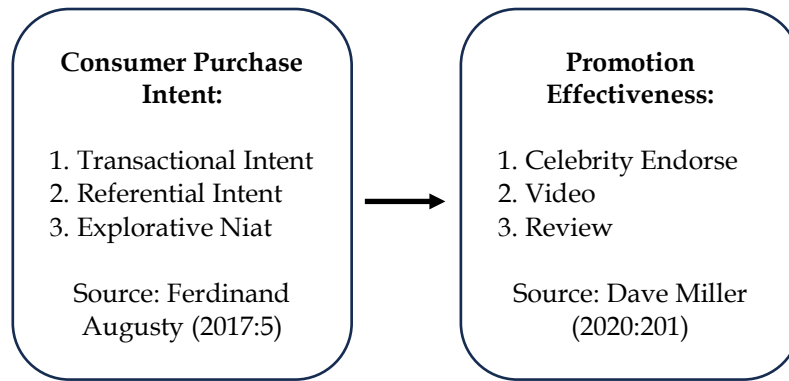
For movie lovers, prospective viewers will be looking for movies that will be shown. Finding out the cast, the outline of the story, and the place where the film was made makes the audience want to watch the film.

Contains the research design used (methods, data sources, population and research samples, data collection techniques, research variables and their operationalization and data analyst techniques) so that readers can reproduce the research properly.

The purpose of marketing communication is to arouse consumer buying interest. Purchase intention according to Ujang Sumarwan, (2014:377) quoted by Sebayang Aloysa, (2018:41) is a consumer behavior that appears as a response to an object that shows the consumer's desire to make a purchase or a transaction. Madahi and Sukati (2012) also said that buying interest occurs when someone buys a certain product after evaluating or perceiving whether the product is worth buying or not. (Ferdinand, 2016) Purchase intention can be identified through the following indicators:

1. Exploratory intention, this interest describes the behavior of a person who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product.
2. Preferential intent, is an interest that describes the behavior of a person who has a primary preference for the product. This preference can only be overridden if something happens to its preferred product.
3. Transactional intent, is a person's tendency to buy a product.
4. Referential intent, is a person's tendency to refer a product to others.

Based on the previous theories and research that have been presented above, the following framework of thought can be made:



**Figure 1.1 Research Thinking Framework**

The hypothesis formulation of this study is:

H0 :  $B = 0$  ---> The effect of the effectiveness of the promotion of the TikTok application (X) has no effect on consumer purchase intention (Y).

H1 :  $B \neq 0$  ---> The effect of the effectiveness of TikTok application promotion (X) affects consumer purchase intention (Y).

Hypothesis testing in this study uses the T-Test. This test is used to analyze if the researcher intends to know the influence or know the relationship between independent and dependent variables where one of the variables is made fixed or controlled. The results of the T test can be seen in the coefficients table in the sig column (significance). Decision making in the t-test can be made using SPSS with a set  $\alpha$  level of 5% (0.05) as follows:

- a. If the tcount value is  $<$  table, then Ho is accepted and Ha is rejected, which means that there is no significant influence between the effectiveness of the promotion of the TikTok application (X) on consumer purchase intention (Y).
- b. If the tcount value  $>$  ttable, then Ho is rejected and Ha is accepted, which means that there is a significant influence between the effectiveness of the promotion of the TikTok application (X) on consumer purchase intention (Y).

With this, the conclusions that can be drawn to determine a decision are as follows:

- a. Test t, if t counts  $>$  t table then H0 is rejected and H1 is accepted. However, if t counts  $<$  t table, then H0 is accepted and H1 is rejected.

Significant test, if  $\alpha$  significant  $<$   $\alpha$  (0.05), then there is a significant positive influence between the effectiveness of TikTok application promotion

(X) to the consumer's purchase intention (Y). If  $\alpha$  is significant  $>$   $\alpha$  (0.05), then there is no significant influence between the effectiveness of the TikTok application promotion (X) on consumer purchase intention (Y).

## 2. Research Method

This type of research is quantitative descriptive. This type of quantitative descriptive research is a research that aims to describe a phenomenon, event, symptom, and occurrence that occurs factually and systematically and accurately by using numbers that describe the characteristics of the subject being studied. The results of data analysis on the average score of each dimension and variable of the research are descriptive based on the interpretation of the data that has been determined. Likewise, the results of data analysis with statistics (regression and t-test) then, the results will be described based on the hypothesis that has been determined.

This study uses two data sources to find and summarize the data sources needed in the research. The data sources used are as follows:

### 1. Data Primer

Obtained from the results of a questionnaire that will be filled out by followers of the TikTok application on @ertos\_official account which includes identity and responses according to the results of filling out the questionnaire.

### 2. Data Seconds

It is the result of a survey of internet users in Indonesia, data from a survey on the use of the TikTok application, and data on the sales of serum on Erto's Beauty Care's main product.

The object of this research is responders who are followers of @ertos\_official accounts on TikTok application users.

The population used in this study is followers with the name of the @ertos\_official account on the TikTok application account with a total of 137.9K.

In connection with the data that has been obtained about the number of population to be studied as many as 137.9K people and due to the researcher's limitations in terms of time and cost, the researcher uses the Slovin formula as the basis for determining the number of samples for this study, namely:

$$n = \frac{N}{1 + Ne^2}$$

Information:

n = Number of samples.

N = Total Population.

e = Critical Value (research limit with withdrawal error) of the sample is 10%.

Based on the data and formula of slovin, the calculation of the sample in this study is as follows:

$$n = \frac{137.900}{1 + 137.900 (0,1)^2} = 99,9 \text{ atau } 100$$



Thus, based on the results of the calculation with the slovin formula, the sample used in this study amounted to 100 people.

The data collection technique used is in the form of a questionnaire. The questionnaire is distributed online to followers who have known Ertos'S Beauty Care products and have made purchases. The respondents used in this study were 137.9K with the name of the @ertos\_official account on the TikTok application account.

Respondents' answers to the statements set out in the questionnaire were measured by the Likert scale. The answer to each statement that uses the Likert scale is given the following score or value:

**Table 1.1 Likert Scale for Promotion Effectiveness**

Promotion Effectiveness	Score	Consumer Purchase Intention
Excellent	1	Strongly disagree
Bad	2	Disagree
Pretty Good	3	Simply Agree
Good	4	Agree
Excellent	5	Strongly Agree

Source: Sugiono in 2013:133

The number 1 (one) shows that the respondents do not support the statements given, while the number 5 (five) shows that the respondents support the statements given.

Operationalization of research variables to determine the type, indicators, and scale of related variables in the research. This study uses a Likert scale. The data used in this study can be grouped into 2 variables, namely as follows:

1. Variable X (Promotion effectiveness) which is referred to as the Independent variable.
2. The variable Y (Purchase Intention) is referred to as the dependent variable.

Below is the operational table of the research variables as follows:

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**Table 1.2 Operational Table of Research Variables**

It	Variable	Dimension	Indicator		
1	TikTok Application Promotion Effectiveness (X) Dave Miller (2020:201)	<i>Celebrity Endorse</i>	1. Concept performance aired by celebrity endorsements		
			2. Concept appearance during product promotion		
			3. The physical appearance of the endorsement celeb during product promotion		
		<b>Video</b>	4. Video Quality Served		
			5. The video that aired can persuade potential consumers		
		<i>Reviews Product</i>	6. Attracting public attention		
			7. Trustworthy reviews		
			8. Honesty in reviewing products or services		
		2	Consumer Purchase Intent (Y) Ferdinand Augusty (2017:5)	<b>Transactional Intent</b>	9. Consumers are interested in buying products
					10. Consumers buy products more than once
<b>Referral Intent</b>	11. Consumers are willing to recommend the product to others after purchasing.				
	12. Consumers buy products because of recommendations from others				
<b>Explorative Niat</b>	13. Consumers find out about the advantages or advantages of the product before buying.				
	14. Consumers are just looking for information about the product.				

Source: Concepts developed by the Researcher, 2021

Data from the results of the questionnaire with a scale of numbers will be processed by calculating the average score of each dimension and variable of the research. Then the results are descriptive based on the interpretation that has been determined to determine the effectiveness and purchase intention of consumers. To

find out the criterion interval of the average score, according to (Alma B.), (2016:133) can be measured in the way that can be seen below.

Maximum Score	= 5
Score Minimum	= 1
$\frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Classes}}$	$= \frac{5 - 1}{5} = 0,8$
Number of Classes	= 5

Source:(Alma, 2016:133)

Based on the formula from Alma, the average score interpretation is as follows:

**Table 1.3 Average Pro-Motion and Consumer Purchase Intention Score Analysis**

It	Value	Variable	
		Effectiveness of TikTok Application Promotion	Consumer Purchase Intention
1.	1,00 – 1,80	Highly Ineffective	Very unintentional to buy
2.	1,81 – 2,60	Ineffective	No Intention to Buy
3.	2,61 – 3,40	Quite Effective	Enough Intention to Buy
4.	3,41 – 4,20	Effective	Intent to Buy
5.	4,21 – 5,00	Highly Effective	Very Intent to Buy

Source: Concepts developed by the Researcher, 2021

The data from the questionnaire will also be analyzed with simple linear regression statistics using the determination of a partial test or t test, then, the results will be described based on a hypothesis that has been determined to determine the influence of Promotion on the purchase intention of Erto's Beauty Care skincare products.

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### 3. Results

The answers of respondents who have calculated the average score of each variable and dimension of Promotion effectiveness have been interpreted according to the following table:

**Table 1.4 Recapitulation of Promotion Effectiveness Variables**

Variable	Dimension	Indicator	Average Score	Interpretation	
TikTok Application Promotion Effectiveness (X) Dave Miller (2020:201)	Selebrity Endorse	1. Concept performance aired by celebrity endorsements	4,14	effective	
		2. Concept appearance during product promotion	4,12	effective	
		3. The physical appearance of the endorsement celeb during product	4,10	effective	
			Average	4,12	effective
	Video	4. Video Quality Served	4,21	Highly effective	
		5. The video that is aired can persuade potential consumers to attract public attention	4,17	effective	
			Average	4,19	effective
	Product Reviews	6. Attracting public attention	4,26	Highly effective	
		7. Trustworthy reviews	3,93	effective	
		8. Honesty in reviewing products or services	3,86	effective	
		Average	4,02	effective	
<b>Average Variable of Promotion Effectiveness</b>			<b>4,10</b>	<b>effective</b>	

Source: Results of Questionnaire Data Processing in 2021

Based on table 1.4, the average value of promotional effectiveness in the TikTok application is 4.10 where the value is in the interval of 3.14 - 4.20 which means that

the use of the TikTok application for the effectiveness of the promotion of Erto's Beauty Care products is effective. The video dimension received the highest average score of 4.19 (effective). Meanwhile, the highest statement value is 4.26 with a statement "attracting public attention" and the lowest statement value is 3.86 with a statement "honesty in reviewing products or services" which are both found in the product review dimension.

**Table 1.5 Recapitulation of Consumer Purchase Intention Variables**

Variable	Dimension	Indicator	Average Value-Flat	Interpretation	
Consumer Purchase Intent (Y) Ferdinand Augusty (2017:5)	Transactional Intent	9	Consumers are interested in buying products	4,14	Intent to Buy
		10	Consumers buy products more than once	3,83	Intent to Buy
		Average		3,99	Intent to Buy
	Referential Intent	11	Consumers are willing to recommend products to others after purchasing	3,95	Intent to Buy
		12	Consumers buy products because they are recommended by others	3,91	Intent to Buy
		Average		3,93	Intent to Buy
	Explorative Niat	13	Consumers find out about the advantages or advantages of the product before buying.	<b>4,21</b>	Very Intent to Buy
		14	Consumers are just looking for information about the product	3,83	Intent to Buy
		Average		4,02	Intent to Buy
	<b>Average Varia of Consumer Purchase Intention</b>			<b>3,98</b>	<b>Intent to Buy</b>

Source: Results of Questionnaire Data Processing in 2021

Based on table 1.5, the average value of consumer purchase intention is 3.98 where the value is in the interval of 3.14 - 4.20 which means that users in the TikTok

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application have consumer purchase intention on Erto's Beauty Care products. The exploratory intention dimension obtained the highest average score of 4.02 (intention to buy). Meanwhile, the highest average value of the statement is 4.21 which is found in the explorative intention dimension with the statement that the consumer finds out about the advantages or advantages of the product before buying. The lowest average value of the statement was 3.83 which was found in the transactional intention dimension with the statement "the consumer buys the product more than once" and the exploratory intention dimension from the statement "the consumer is just looking for information about the product".

To determine the effect of the effectiveness of the TikTok application on consumer purchase intention on Erto's Beauty Care products in this study, the researcher used a simple linear regression analysis technique.

**Table 1.6 Results of Linear Regression Analysis**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Mr.
		B	Std. Error	Beta		
1	(Constant)	.553	1.553		.356	.723
	Effectiveness of the TikTok	.711	.047	.837	15.157	.000

a. Dependent Variable: Niat Beli (Y) Ferdinand Augusty (2017:5)

Source: SPSS Results in 2021

**Simple**

Based on the results of a simple regression analysis in table 1.6 of the effectiveness of the TikTok application's social media on consumer purchase intention on Erto's Beauty Care products above, simple linear values are obtained as follows:

$$Y = 0.553 + 0.711X$$

The above equation can be interpreted as follows:

1. The constant is 0.553 which means that the consistent value of the consumer purchase intention variable is 0.553.
2. The regression coefficient X of 0.711 states that for every 1% increase in the effectiveness value of the promotion of the TikTok application (X), the value of consumer purchase intention increases by 0.711. The regression coefficient has a positive value, so it can be interpreted that the direction of the X and Y variables has a positive direction, namely if the more effective the promotion of Erto's Beauty Care skincare products with the TikTok application, the higher the consumer's purchase intention for Erto's Beauty Care skincare products.

Based on the significance value from the coefficient table (1.3), a significance value of  $0.000 < 0.05$  is obtained, so it can be concluded that the TikTok application effectiveness variable (X) affects the consumer purchase intention variable (Y).

The calculation of the results of the table test is as follows:

table = t (a : df = n-2)

a = 5% = t (0.05 : df = 100-2)

= 0.05 : 98

= 1.66055 (or according to the benchmark T-table at a significant 0.05).

Based on the results of the analysis of the SPSS program, the coefficient table obtained a calculated t value of 15.157 and a table t of 1.66055 (df=n-2) with a significance value of 0.05. Until it can be interpreted as  $t_{count} > t_{table}$  ( $15,157 > 1.66055$ ) which means that  $H_0$  is accepted and  $H_a$  is rejected. Partially, there is a significant influence between the variables that affect the effectiveness of the promotion of the Tik-Tok application (X) on the consumer purchase intention variable (Y). From the results of this partial test or t-test, it can be concluded that the TikTok application is effective and affects consumer purchase intentions in Erto's Beauty Care skincare products.

#### 4. Discussion

Aware that the analysis of the effectiveness of the promotion of Erto's Beauty Care skincare products on the TikTok application is effective. This means that the promotion of Erto's Beauty Care skincare products using celebrity endorsement content, videos, and product reviews on the Tiktok application can influence consumers to purchase or use services according to their needs and desires. This supports the research of Dewa and Safitri (2021) which states that Tiktok is an effective promotional medium during the Covid19 pandemic because Tiktok has many users, is easy to use, popular among millennials, is often used by celebrities and has a Tiktok ads feature that can optimize the distribution of content.

In the results of the analysis, it was also found that the video dimension obtained the highest score with effective criteria, however, in the statement of the highest followers in the product review dimension, which is "attracting public attention". This states that even though videos with quality and impressions can attract followers, they are still more interested in promotion from product review content. Even though followers stated that product reviews can attract public attention, they still gave the lowest rating for this dimension because they gave the lowest rating on "honesty in reviewing products or services". This means that, in providing reviews about Erto's Beauty Care skincare products by reviewers, the honesty is still doubtful.

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The results of the purchase intention analysis showed that consumers had the intention to buy Erto's Beauty Care skincare products. This means that the identification of consumer behavior towards preferential, transactional, and referential intentions on Erto's Beauty Care skincare products on the TikTok application through its promotional content can lead to a decision or intention to buy the product. This is like the statement of Jayantari and Seminari (2018) that consumer intention to use a product is said to be measurable by these indicators. The highest result in the exploratory intention dimension with the statement that consumers find out about the advantages or advantages of the product before buying means that before making a purchase, followers are always looking for information about the product they are interested in, in this case Erto's Beauty Care skincare. Erto's Beauty Care skincare product information is obtained from promotional video content, product reviews, and celebrity endorsements on the Tiktok application. In addition, in looking for information about the product, it is also evidenced by several examples of content in the comment column, namely the number of potential consumers who consult and ask questions, especially upstream in the comment column about facial skin complaints experienced. The lowest value in the transactional intent dimension with the statement that the consumer bought the product more than once means that the consumer is not yet interested in re-purchase. And the other lowest value in the exploratory intention dimension with the statement that consumers are just looking for information about the product means that consumers are not just looking for information about the product but also want to buy.

Meanwhile, the results of the analysis of the effect of promotion effectiveness on product purchase intention showed that there was a significant and positive value that showed that the effectiveness of the promotion of skincare products Erto's Beauty Care on social media TikTok influences consumers to buy the product. With a significant value of 0.723, it means that the effectiveness of the promotion affects the purchase intention by 72%, the remaining 28% is influenced by other things. This is in line with the results of the research of Latifah (2021) that the promotion strategy of using the tik-tok application has a positive but not optimal effect on consumer buying interest, so it can be said that the Promotion Strategy has an effect on Buying Interest by 86.9% of its influence, while the remaining 12.1% is the influence or contribution of external variables that are not examined on the internal variables of the research, such as brand image, Service Quality, Product Quality.



## **5. Conclusions and Suggestions**

### **Conclusion**

The results of the questionnaire calculation regarding the Effectiveness of the Promotion of Erto's Beauty Care Skincare products on the Tiktok application for users are good with a score of 4.10. This value is in the interval of 3.14 - 4.20 is effective which can be interpreted that, the promotion of Erto's Beauty Care skincare products using celebrity endorsement content, videos, and product reviews on the Tiktok application can influence consumers to purchase or use services according to their needs and desires. It can also be interpreted that the promotional content displayed is attractive and innovative. This can be seen from the results of the highest average score from the questionnaire calculation shown in the statement that attracted public attention to the response to the product review dimension with the highest average score of 4.26. And the lowest average score of the questionnaire calculation is shown in the statement of honesty in the product or service review dimension in the response to the product review dimension with the lowest average score of 3.86.

The calculation of the questionnaire regarding consumer purchase intention on Erto's Beautu Care products is worth 3.98, the value is in the interval of 3.14 - 4.20 which says that the person intends to buy. This can be seen from the results of the highest average score from the questionnaire calculation shown in the statement of consumers finding out about the advantages and advantages of the product before buying in response to explorative intention with the highest average score of 4.21. And the results of the lowest average value of the questionnaire calculation are shown in the statement that the consumer buys the product more than once in the transactional intention dimension and the consumer statement is just looking for information about the product in the exploratory intention dimension with the lowest average value of 3.83.

Based on the results of a simple linear regression that has been partially tested or the t-test in this study, positive and significant results were obtained, namely the effect of promotional effectiveness on consumers' purchase intentions online on Erto's Beauty Care Skincare products through the TikTok Application Social Media.

### **Suggestion**

In the product review dimension with a statement of honesty in the product review dimension with the lowest score of 3.86, it is hoped that in the content it is better to display some before and after content results after use Erto's Beauty Care products so that prospective consumers do not have any doubts in choosing Erto's Beauty Care skincare products.

In the transactional intention dimension with the statement that the consumer bought the product more than once and the exploratory intention dimension with the statement of the consumer just looking for information about the product with the

lowest average value of 3.98. With the lowest result value, it is recommended to provide price discounts on certain events organized by Erto's Beauty Care and events on the National calendar date.

The positive and significant influence of the effectiveness of promotions on consumer purchase intentions, then, it is hoped that Erto's Beauty Care will be more active in responding to feedback from consumers and followers on its TikTok account so that it will get input in developing its products and developing a more creative and innovative promotion process.

### **Acknowledgments**

Thank you to the students who have collaborated a lot in completing this research and UIKA Bogor as the publisher of the Journal that has published this article

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