



The effect of viral marketing, promotions and flash sales on the purchase intention online shopping z generation in marketplace tiktok shop

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ABSTRACT

This study aims to examine the effect of viral marketing, promotion and flash sale variables on purchase intentions in the Tiktok shop marketplace. The analytical method used is quantitative analysis by conducting a survey using the Google form which has been distributed to 104 respondents with generation z consumers who use the Tiktok shop application as the object of this study. testing in this study used the help of the SPSS 23 analysis tool. The results of the study showed that the influence of the viral marketing variable (X1) did not have a significant effect on purchase intention (Y) because the significant value was $0.069 > 0.05$ and tcount $1.838 < t_{table} 1.984$. while the promotion variable (X2) and flash sale variable (X3) have a significant effect on purchase intention (Y), this is evidenced by the promotion variable (X2) obtaining a significant value of $0.000 < 0.05$ and tcount $6.364 > t_{table} 1.984$ and the flash sale variable (X3) obtained a significant value of $0.002 < 0.05$ and tcount $3.253 > t_{table} 1.984$. but the variable viral marketing (X1), promotion (X2) and flash sale (X3) have a positive and significant effect simultaneously on the variable purchase intention (Y).

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INTRODUCTION

The Z generation in particular is now able to make online purchases using simply smartphones thanks to the many e-commerce platforms that have been created as a result of the current, extremely quick technological improvements (Maharani et al., 2022). Generation Z has developed a habit of shopping on e-commerce platforms because of the numerous benefits and time and effort savings. Nowadays, there is more rivalry among e-commerce platforms thanks to websites like Shopee, Tokopedia, Lazada, Instagram Shop, and the recently opened Tiktok shop (Pusvitasari, 2022).

Users of the social networking platform Tiktok can instantly share their inventive short movies. The Tiktok app gained popularity in Indonesia in 2019, and the majority of its users are adults or members of generation Z (Simanjong & Nawawi, 2022). Because they have the

potential to become consumers at this age, they are more frequently employed by vendors or sellers as marketing targets. The Tiktok shop, part of Tiktok's business expansion into the e-commerce space, launched in April 2021. Making purchases and sales through the Tiktok app is possible with the Tiktok shop function. In contrast to e-commerce sites like Tokopedia, Lazada, Blibli.com, and Shopee, users can purchase the required goods directly from the Tiktok shop without visiting the store's website or downloading other programs (Pusvitasari, 2022).

The TikTok Shop is unique among e-commerce platforms because of its innovation, which enables users to use social media and conduct purchases and sales within the same application (Tusanputri & Amron, 2021). Customers opt to shop online because they utilize the Tiktok Shop platform's features, such as the live streaming program on the Tiktok Shop website, which is the primary motivator for customers to use the Tiktok Shop feature directly for their shopping (Naharul et al., 2022). TikTok has the power to improve the reputation of a company or the reputation of a product that relies on viral marketing or word-of-mouth advertising. The Tiktok shop function, which allows users to utilize it as an e-commerce alternative to make online purchases, demonstrates this (Maharani et al., 2022).

For more than 20 years, the idea of viral marketing has been addressed in literature. Jeffrey Rayport introduced this phrase for the first time in 1996 (Fard, 2020). Viral marketing is a social media marketing strategy that encourages users to share or produce written, audio, or video content about products or services (Manajemen et al., 2022). Armstrong and Kotler (2004: 90) define viral marketing as the use of the internet as a word-of-mouth tool. This is related to the creation of highly contagious email or marketing that encourages consumers or customers to share it with their friends. The objective is to grab customers' attention and utilize social media. This tactic works to advertise and spread goods whose content can reach a larger and more varied audience (Evan Saktiendi et al., 2022). According to Hasan (2010), viral marketing is essentially an online word-of-mouth advertising strategy where the goal is to network and grow like a virus that spreads swiftly and extensively by providing substantial benefits, particularly to customers (Haya & Desyantama, 2022). The relationship between viral marketing and purchase intention Previous academic studies have argued that eWOM via web-based networks influences the customer's propensity to make a purchase (Kunja & GVRK, 2020).

In addition to being a social media platform, TikTok is also utilized in media promotions, which is a tactic to sway customers' purchasing decisions. Promotions are instruments that are utilized for a set amount of time with the intention of promoting an increase in sales volume quickly (Santini et al., 2020). Kotler and Armstrong (2010) in their article (Evan Saktiendi et al., 2022) Promotion is a process used to explain a product's advantages to consumers and persuade them to purchase the goods. Promotion is viewed by Kotler (2010: 173) as a temporary inducement to promote the purchase or sale of goods or services. Promotion, on the other hand, is defined by William J. Stanton as personal selling, advertising, and other sales techniques. Promotions, according to Kotler (2010: 174), are intended to entice customers to try new items, entice customers away from competitive products, keep customers away from well-established products, or reward or retain devoted customers (Sutrisno & Haryani, 2017). The customer responds to a promotion offer in order to take advantage of the different benefits it offers (Sinha & Verma, 2020)

When the marketplace is running a flash sale, which is a campaign that gives a constrained number of unique product offerings for a set amount of time, consumers also tend to make purchases. This indicates that clients can only use this promotion during specific times and on specific items (Kusumasari, 2022). Flash sales, sometimes known as "daily deals," are a form of sales promotion that provides customers with special offers or discounts for particular products in a brief period of time, claims (Zakiyyah, 2018). a flash sale An online distribution channel that provides a variety of goods or services at a significant discount for a brief time frame is what distinguishes an e-commerce model (and possibly with a limited supply of products) (X. Liu, 2021)

Consumers must first determine whether there is interest in buying before opting to make a purchase, purchase intention is a crucial predictor of customers' purchasing behavior since it is created throughout the cognitive process of items or services (P. Liu et al., 2021). Online purchase intention is usually thought of as the result of several consumer motivational elements, and it can be characterized as a factor predicting consumer behavior toward an action to complete a negotiation utilizing the Internet (Ventre, 2020) According to Kotler and Keller, the term "consumer purchase intention" refers to consumption behavior in which customers choose or want to buy a particular product based on their prior experiences using, consuming, and even choosing that product. The factors that affect purchase intention, according to Swastha and Irawan, are associated with feelings and emotions. If a person is happy and satisfied after purchasing a good or service, then their interest in doing so will increase, whereas dissatisfaction will typically result in their ceasing to be interested (Sutrisno & Haryani, 2017). Consumer interest, on the other hand, is defined by Keller (1998) as the propensity of a client to purchase a specific brand or switch from one brand to another (Arista & Sri, 2011).

The first generation to have grown up immersed in digital communication is Generation Z, sometimes known as "digital natives." (Djafarova & Bowes, 2021). The majority of the literature (Pew Research Center 2019) believes that members of Generation Z are those who were born between 1996 and 2010 despite the fact that there is no complete agreement on its exact borders. The fact that they are the first generation to have never experienced a world without the Internet is by far their greatest distinguishing quality (Cervi, 2021). A number of characteristics allow for the individualization of Generation Z. They stand out for their unwavering faith in technology, as well as their open-mindedness, intelligence, zeal, inventiveness, and entrepreneurial energy. They also stand up for morality and deontology. These people possess a high level of qualifications and possess technological expertise as well as innovation and creativity (Vieira et al., 2020).

In accordance with the explanation above, Realizing that the digital era is like today where Generation Z consumers choose to shop online, especially at the Tiktok Store Marketplace because it is easier and can save time, so researchers are interested in conducting research with the title "The Effects of Viral Marketing, Promotion, and Flash Sale On The Purchase Intention Online Shopping Z Generation in Marketplace Tiktok Shop" the researcher wants to know how much influence there is between viral marketing, promotions and flash sales on purchase intentions. This study aims to determine the purchase intention to buy online shopping, especially generation Z consumers with viral marketing, promotions and flash sales in the Tiktok shop marketplace. This research is expected to be a learning lesson for science, especially in the field of Economics in the management department and can be used as information material or reference suggestions for other researchers if they are going to do research with related variables or factors.

RESEARCH METHOD

This study employs quantitative research techniques. Sugiyono (2013: 13) defines quantitative research procedures as those that analyze specific populations or data samples (SM et al., 2020). Robert Donmoyer (Kasiram & Idris, 2010) defines quantitative research as methods for empirical investigations that collect, analyze, and present data in numerical rather than narrative form. The objective of quantitative research is to generalize study results such that they can be applied to forecast similar circumstances in other populations. In order to clarify the causal connection between the variables examined, quantitative research is frequently performed. The researcher tries to organize the data numerically before doing a component analysis (variables) (Abdullah, 2015).

This study is a part of the quantitative research that employs the survey approach. This research is categorized as causal associative research based on the level of explanation. Research that looks for causal connections or impacts between the independent and dependent variables is

known as causal associative research. Purposive sampling is used in this study together with non-probability sampling.

The main source of processed data for this study was the responses to a survey that was sent via Google form to a number of Generation Z customers. Generation Z users of the Tiktok Shop between the ages of 12-27 make up the study's demographic, and 104 people participated in the research sample. The questionnaire contains a number of statement instruments that responders must complete using a Likert scale. The Likert scale, according to Sekaran and Bougie, is described as an interval scale with five options, ranging from the highest scale, which is strongly agree, to the lowest scale, which is strongly disagree (Maharani et al., 2022).

Viral marketing, promotions, and flash sales are utilized in multiple linear analysis to analyze the impact of independent factors on purchase intantion. The following is the data analysis procedure: 1)Validity tests, 2)Reliability tests, 3)T tests (Partial Test), 4)F tests (Simultan Test).

Are listed in order utilizing version 23 of the SPSS statistical analysis program (Statistical Package for Social Science).

Research Model

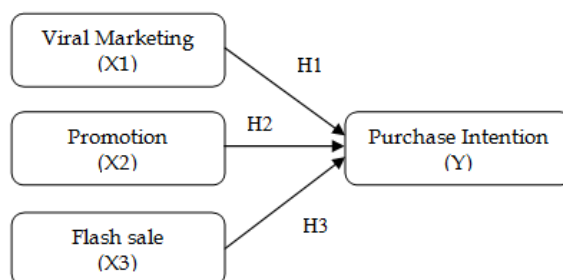


Figure.1 Research framework

RESULTS AND DISCUSSIONS

Characteristics of Respondents

The distributed questionnaires included information on a number of topics that will be covered in this study, including gender, age, and the frequency of transactions made through the TikTok shop, a marketplace application. As a result, the following is the mapping of the research's findings:

Table 1 Data on respondent

Respondent	Percentage
Female	78,8%
Male	21,2%

Source : Data Processed 2022

Based on the 104 respondents, it is known from table 1 that 78.8%, or 82 respondents, are female respondents, and 21.2%, or 22 respondents, are male respondents.

Table 2 Respondent Category

Respondent	Percentage
Age 12-17	10,6%
Age 18-23	73,1%
Age 24-27	16,3%

Source : Data Processed 2022

Based on the 104 respondents, there are 10.6% or 11 respondents in table 2 who are between the ages of 12 and 17. There are 76 respondents in table 2 who are between the ages of 18

and 23, 73.1% or 76 respondents, and 16.3% or 17 respondents who are between the ages of 24 and 27.

Table 3 Purchase on Tiktok Shop

Respondent	Percentage
1 time	21,2%
2-4 time	30,8%
> 5 time	48,1%

Source : Data Processed 2022

According to the 104 respondents, there are 21.2% or 22 respondents who have made a single purchase from the Tiktok Shop, 30.8% or 32 respondents who have made 2-4 purchases from the Tiktok Shop, and 48.1% or as many as 50 respondents who have made >5 purchases from the Tiktok Shop.

Validation Test

In other words, if $r_{count} > r_{table}$, the questionnaire is said to be valid. The questionnaire is deemed to be legitimate if the statements on the questionnaire can reveal anything that the researcher can measure based on the comparison's results. Following the findings of the validity test, the r_{table} utilized in this study with an error rate of 5% or 0.05 produced a table value of 0.1909:

Table 4 Validity test calculation result

Variable	Indicator	Pearson Correlation	Description
Viral Marketing (X1)	VM 1	0,800	Valid
	VM 2	0,853	Valid
	VM 3	0,822	Valid
Promotion (X2)	PM 1	0,789	Valid
	PM 2	0,889	Valid
	PM 3	0,914	Valid
	PM 4	0,854	Valid
Flash Sale (X3)	FS 1	0,787	Valid
	FS 2	0,817	Valid
	FS 3	0,817	Valid
	FS 4	0,900	Valid
	FS 5	0,826	Valid
Purchase Intention (Y)	PI 1	0,666	Valid
	PI 2	0,906	Valid
	PI 3	0,925	Valid
	PI 4	0,880	Valid
	PI 5	0,857	Valid

Reliability test

The reliability test is used to test the accuracy of the data obtained from the questionnaire which is an indicator variable. Seen using a comparison, that is, if the Cronbach's alpha value is > 0.60, it can be declared reliable.

Table 5 Reliability test result

Variable	Cronbach's Alpha	Alpha	Description
Viral Marketing (X1)	0,834	0,60	Reliable
Promotion (X2)	0,884	0,60	Reliable
Flash Sale (X3)	0,813	0,60	Reliable
Purchase Intention (Y)	0,816	0,60	Reliable

Source: SPSS 23 processed data

The results of each variable's reliability testing are shown in Table 5 above, and it can be deduced that all reliable variables and elements of the statement items can be employed as measuring instruments in this study.

T test (Partial Test)

The t test (Partial Examine) was used with a 95% confidence level, or 0.05, to test the independent (independent) variable's influence on the dependent variable. The t test computation in the accompanying table yielded the following results:

Table 6. T test result

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,722	1,067		,677	,500
Viral Marketing (X1)	,269	,146	,146	1,838	,069
Promotion (X2)	,653	,103	,519	6,364	,000
Flash Sale (X3)	,291	,090	,283	3,253	,002

a. Dependent Variable: Purchase Intention (Y)

The Viral Marketing Variable (X1) has no effect on Purchase Intention (Y) because the t count (thit) = 1.838 < t table (ttab) = 1.984 and is not significant because the significant value is 0.69 > α 0.05. The Promotion Variable (X2) has an influence and is significant on the Purchase Intention Variable (Y) because the value of t count (thit) = 6.364 > t table (ttab) = 1.984 and is significant 0.000 < α 0.05. The Flash Sale variable (X3) has significant influence on the Purchase Intention Variable (Y) because the t count (thit) = 3.253 > t table (ttab) 1.984 and is significant 0.002 < α 0.05.

F test (Simultan test)

To evaluate whether the independent variable (independent) has an effect on the dependent variable simultaneously or not, the F test (Simultaneous Test) is used (Aditia et al., 2021). the results of the calculation of the t test in the following table:

Table 7 F test result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1490,368	3	496,789	120,384	,000 ^b
	Residual	412,670	100	4,127		
	Total	1903,038	103			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Flash Sale, Viral Marketing, Promotion

The model was tested simultaneously above, and the results yielded a fcount of 120.384. This value exceeds the value of the ftable, 2.69, and the significant value that results, 0.000, which is far less significant than the significant value actually used, = 5% or 0.05. Thus, it can be stated that the Purchase Intention Variable is significantly influenced by the Viral Marketing Variable (X1), Promotion Variable (X2), and Flash Sale Variable (X3) at the Purchase Intention (Y).

Discussions

Effect of Viral Marketing on Purchase Intention. Viral Marketing obtained a significant value of 0.069 which indicates that the value is greater than 0.05 (0.069 > 0.05), and tcount 1.838 < ttable 1.984 meaning that the Viral Marketing Variable has no significant effect partially on the Purchase Intention Variable. The Effect of Promotion on Purchase Intention. It can be seen that the

Promotion Variable obtains significant results worth 0.000 indicating less than 0.05 ($0.000 < 0.05$) and $t_{count} 6.364 > t_{table} 1.984$, it can be seen that the Promotion Variable has a partially significant effect on Purchase Intention.

Effect of Flash sale on Purchase Intention. The flash sale variable gets a significant value of 0.002 which indicates less than 0.05 ($0.002 < 0.05$) and $t_{count} 3.253 > t_{table} 1.984$ meaning that the Flash Sale variable has a partially significant effect on Purchase Intention. Effect of Viral Marketing, Promotions and flash sales on Purchase Intention. It can be seen that the variables of viral marketing, promotions and flash sales have a significant influence on Purchase Intention. It is known that the significant value is equal to 0.000 which means it is smaller than 0.05 ($0.000 < 0.05$). Apart from considering a significant value where if the f_{count} value is $120.384 > f_{table} 2.69$ then all variables are also declared to have an effect simultaneously. This means that there is a significant influence simultaneously between the viral marketing variable (X1), promotion variable (X2), and flash sale variable on purchase intention variable (Y). This is probably because the variables of viral marketing, promotions and flash sales are actually important aspects and can influence purchase intention.

CONCLUSION

Information was obtained from 104 respondents that 78.8% were female respondents and 21.2% were male respondents. Dominated by respondents aged 18-23 years at 73.1% and those who made purchases in the Tiktok Shop marketplace application as many as > 5 , namely 48.1%. From the results of this study it is known that the viral marketing variable (X1) has no significant effect on purchase intention (Y) partially because the significant value is $0.069 > 0.05$ and $t_{count} 1.838 < t_{table} 1.984$. Meanwhile, for the promotion variable (X2) it obtained a significant value of $0.000 < 0.05$ and $t_{count} 6.364 > t_{table} 1.984$ and the flash sale variable (X3) obtained a significant value of $0.002 < 0.05$ and $t_{count} 3.253 > t_{table} 1.984$ so that it was declared a promotion variable (X1) and the flash sale variable (X3) has a significant influence on the purchase intention variable (Y). from the results of the F test (Simultaneous Test) the Viral Marketing variable (X1), the Promotion variable (X2) and the flash sale variable (X3) together have a significant effect on the Purchase intention variable (Y) of generation Z consumers in the tiktok shop marketplace application.

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