

#SHOPEEHAUL TIKTOK CONTENT EXPOSURE ON STUDENTS' PURCHASE DECISIONS IN PEKANBARU CITY

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Abstract

The changes in communities' habits which occurred during the pandemic of Covid-19 in ways of shopping, looking for entertainment, and interacting made the TikTok application a new trend of interest to all. This trend emerged in various types of content, one of which is #shopeehaul content which contains product reviews from Shopee. This research aims to determine how significant the #shopeehaul TikTok content exposure is on the buying decision of students in Pekanbaru City. This research uses the S-O-R theory with stimulus assumption (message) given to an organization that will raise a response. The research method used is quantitative, with samples of 100 people—the sample collection was conducted with the method of non-probability sampling with the use of a purposive sampling technique. The causal relationship in this research was carried out by simple regression analysis. The obtained research result is that the #shopeehaul TikTok content exposure significantly influences the buying decision of students in Pekanbaru City by as much as 41.4%, and the relationship between variables has a strong and positive relationship of 0.643. The t-test result in this research is $t_{count} > t_{table} = 8,322 > 1,987$, meaning H_0 is rejected and H_a is accepted. Thus, buying decisions can occur because of the high frequency of watching content where the public is exposed to the messages of the content every day, making the information from the content to be always seen, heard, and eventually absorbed.

Keywords: Media Exposure; Content Exposure; TikTok; Shopee Haul; Buying Decisions

INTRODUCTION

The high number of Covid-19 cases in Indonesia has led to direct restrictions on activities. Almost all of society's habits and activities have changed and must adjust to existing regulations. Most of society's activities are also carried out at home. Starting from work, school, shopping, and even celebrating important days.

These changes in habits make people use increasingly sophisticated gadgets more often. Various activities can be done through gadgets connected to the internet. Activities that are carried out entirely at home tend to make people look for entertainment that can be done through their gadgets. One of them is the TikTok application. TikTok has become a popular culture and a new trend that is very popular in Indonesia during this pandemic.

The TikTok application has a lot of content creators so that various types of content are also born. Starting from positive content that is informative, entertaining, and interesting, there is also negative content. According to internal data from Id Audience in April 2021, TikTok users reached only 37 million users. However, in July 2021, this number of users tripled in more than a year. Indonesia ranks second for the most TikTok users in the world with 92.2 million users (Suarabogor.id, 2021). Head of Public Policy TikTok in Indonesia, Donny Eryastha said that TikTok users in Indonesia are dominated by teenagers aged 14-24 years or what we usually call generation Z and generation Y. Generation Z is a generation that was born and grew up in the technological era. Generation Z is generally dominated by students because Generation Z is estimated to be a group of people born between 1996-2009 (Sindonews.com, 2020).

Currently, we can choose content on TikTok based on our interests and favorite topics. One of the content that is in great demand by TikTok users is Shopee Haul content. This content has many content creators who upload videos related to product reviews or reviews of purchased products and document the shopping items purchased by them through the Shopee e-commerce. The content is in the form of unboxing videos and is uploaded via a TikTok account.

Head of Business Marketing TikTok Indonesia, Sitaresi Astarini said that TikTok is not only used as an entertainment medium but TikTok is also one of the drivers for its users to buy products they see on the TikTok platform. According to a survey conducted, 80% of TikTok users enjoy the content uploads on the platform. 78% of its users make purchases of various products they find on the platform and 55% of TikTok users make purchases of products outside of planning (Antaranews.com, 2021).

TikTok has a hashtag feature to make it easier for users to find videos they are interested in that have been grouped. The number of fans of Shopee Haul content can be seen through the hashtag #shopeehaul on TikTok which has reached 10 billion views. We can see that many people see content with the hashtag Shopee Haul (#shopeehaul) before deciding to try and have the items they want or those recommended by the content creators.

Shopee is an online marketplace platform that bridges sellers and buyers by providing features that facilitate online buying and selling transactions through their mobile devices. Similar to the TikTok application, Shopee users also exploded when early 2020 to 2021 due to the presence of a virus that shocked the world, namely Covid-19, making people shop through e-commerce.

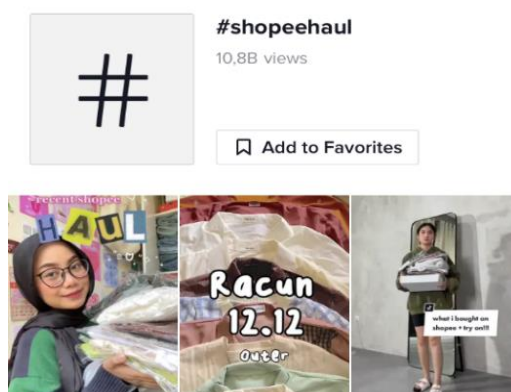


Figure 1. Viewers of the #shopeehaul content hashtag
TikTok

Source:

Based on the image above, we can see that #shopeehaul has a very large audience. A screenshot taken in October 2022 shows that the TikTok content #shopeehaul has 10.8 Billion (billion) viewers. The audience's response to the video content above can be seen through the comments in the video. The comments vary, from commenting on the product because they have tried it, commenting on the function and display of the product, to comments regarding the desire to buy the recommended product.

Previous related research results show that the delivery of information on TikTok has a significant effect on the consumer behavior of Generation Z (N. Wijaya, 2021). Based on a preliminary survey of 65 students in Pekanbaru City, it was found that 75.4% of respondents had purchased products on Shopee because they saw content related to the product via the TikTok application and it was found that 47.7% of respondents stated that the #shopeehaul content on TikTok made them more consumerist in purchasing products on Shopee.

METHODOLOGY

This study uses a quantitative approach with a comparative causal research design, namely research that discusses a study of cause-and-effect relationships (Sugiyono, 2018). Researchers use G-Form (Google Form) to collect and integrate data from questionnaire respondents. The time of distribution of the questionnaire was carried out from March 2022 to April 2022. Sample selection was carried out using the Purposive Sampling Technique.

The population used in this study were students who use TikTok and Shopee in Pekanbaru City where the population is unknown due to the lack of clear data and the population can change (will increase and decrease). The sample was selected based on several respondent qualifications, namely: students who use TikTok and Shopee who live in Pekanbaru City, have made purchases of products on Shopee after watching the TikTok #shopeehaul content, age range 18 - 25 years.

The number of samples is known using the Lemeshow formula (1997), because the population is changing. This formula is often used in various social science journals (I. Nurdin, 2019). The formula is as follows:

$$n = \frac{Za^2 \cdot p(1-p)}{e^2}$$

Information:

- n : number of samples required
- Za² : standard value of the distribution $\alpha = 5\% = 1.96$
- p : chance of right and wrong (maximum estimate) 50% = 0.5
- e : sampling error rate

$$n = \frac{(1,96^2) (0,5)(1-0,5)}{(0,01)^2} = 96,04$$

This research sample uses a 10% error rate with a 90% accuracy rate, where the smaller the error tolerance, the more accurate the sample that describes the population.

The selection of this sample size is in accordance with Roscoe's opinion (in Sugiyono, 2018) that a feasible sample size in research is between 30 and 500. Based on the formula, the result was 96.04 and rounded up to 100 respondents. The answer choices on the questionnaire were determined using the Likert Scale (5: Strongly Agree, 4: Agree, 3: Neutral, 2: Disagree, 1: Strongly Disagree). Data processing and analysis test techniques were carried out using classical assumption tests, simple regression tests, correlation coefficients, determination coefficients, and t-tests.

RESULTS AND DISCUSSION

TikTok has become the most popular platform today. Like other social media, TikTok provides a feature for sharing videos with a variety of content that varies greatly in terms of concept, creativity, different music and others. The algorithm provided by TikTok also has a very good and accurate system so that users are presented with videos that match the preferences and needs of users which are displayed via the homepage which is usually called FYP, which is an abbreviation of For You Page (Hasiholan, 2020). According to Yang, Zhao and Ma, the TikTok application has become a popular culture in Indonesia because it is supported by several things, namely familiar short videos, not complicated, easy-to-use interface, sophistication, freedom for users, celebrity effects, trends and interesting marketing. The large number of TikTok enthusiasts and users makes TikTok a means to promote anything. Unlike when this application was first launched, TikTok is currently growing rapidly and making it one of the social media marketing.

Social media marketing is a marketing method implemented through media connected to the internet in order to achieve marketing goals by participating in social media (Yan Mao, 2014). TikTok has a variety of content in it, one of which is Shopee Haul content which is grouped with the hashtag #shopeehaul. The interface interaction on TikTok is very easy and is categorized as user friendly. The #shopeehaul content uses hashtags with the aim that videos discussing and providing information about Shopee products are grouped and make it easier for viewers to find the products they want through TikTok.

Content on social media today is not only considered as a medium to show the expression or creativity of the audience, but has become a substance that is in the relationship between the audience and technology. Therefore, the marketing world is spreading its use to social media by utilizing the content that will be on social media.

Content that has credibility makes the audience believe in the information or message in the content, this is in accordance with a person's belief in buying or simply being interested in the product in the content. In addition, good content can be seen from the number of people who consume content and the target audience has a significant percentage, to achieve that content must be made fun. The audience can be helped in finding the information they are looking for while enjoying the process. An extraordinary idea is crucial in content. The relationship between content and audience is very necessary.

Similar to marketing, content has its own segmentation. Content is seen from its relevance to the audience. Audience preferences or something that will make them enthusiastic are differentiated based on several factors such as age, occupation, hobbies, income and so on. TikTok, which has a short video service, makes the marketing carried

out also have to adjust. Currently, content is not only for entertainment or going back and forth, content can influence someone's purchasing decisions like advertising.

Content Exposure

Content exposure is included in the scope of media exposure. Media exposure is a condition where the audience receives media effects through messages disseminated through the media (Romli, 2016), while content is written text, photos, videos, sounds and so on that contain messages disseminated on social media (Nasrullah, 2015).

Therefore, several studies on content exposure still use media exposure indicators because content is part of the media itself. According to Hine, in social media, content is an important artifact to see how cyber social reality and even culture occur in the virtual world, even Blossom introduced the term content nation to show how social media changes the way people work, live, and the future (Nasrullah, 2015). According to Kingsnorth (in Chyntia, 2021) there are several indicators in creating content, namely credible, sharable, useful or fun, interesting, relevant, different, and on brand. Ardianto explained that there are 3 (three) indicators for measuring media exposure (Ardianto, 2007), namely:

(a.) Frequency, can be measured by seeing how often the audience of the media sees, reads, and listens to the media. The higher the frequency of media use, the more the message will stick in the minds of the audience and will attract attention. Frequency is defined as how often the media is used, whether it is listened to, viewed, and read. Respondents stated that they use the TikTok and Shopee applications every day. Respondents also stated that #shopeehaul content is on their homepage (FYP) every day. This means that respondents are exposed to messages from TikTok, Shopee and TikTok #shopeehaul content every day so that the information is seen, listened to, and absorbed.

(b.) Duration, namely how long the media is viewed, listened to and read by the audience. The majority of respondents strongly agree that they watch TikTok #shopeehaul content until the video ends. (c) Attention, a mental process of a person in listening to messages in the media. Includes viewing, reading, and listening to media without doing other activities. Audio, video, text and other elements play a role in this, because they determine the audience's interest and focus when listening to the contents of the message.

In the attention dimension, the majority of respondents agreed that they pay attention, believe and understand every explanation given by the content creator (content creator). Respondents also stated that the TikTok #shopeehaul content is interesting, fun, and provides information that will always be watched. Only a few share TikTok #shopeehaul content with others but press the follow or like option on TikTok #shopeehaul content.

Shopee Haul Content

Indonesia has several e-commerce that are in great demand by the Indonesian people, one of which is Shopee which is the largest e-commerce. Shopee conducted a campaign in its marketing strategy by creating Shopee Haul Day (#shopeehaul).

According to the Cambridge Dictionary, the word Haul means all the things someone buys on an occasion when they go shopping which means a number of items purchased by someone when they go shopping, while Shopee Haul is the documentation carried out when unboxing items purchased through the Shopee e-commerce. This campaign was carried out to convey information about products sold on the Shopee platform.



Figure 2. Viewers of the #shopeehaul content hashtag

Source: TikTok

Figure 2 is an example of Shopee Haul video content on TikTok with ± 1.9 million (1.9 M) viewers. The content of this content is an explanation that the account owner found a product in the form of a cute fan on Shopee and describes what the product looks like. This content is owned by the account @urshopee_assistant which has $\pm 31,600$ followers.

Unlike its competitor Shopee, which also uses a haul content strategy, Shopee provides a platform for Shopee Haul content in its application. However, the potential of the Shopee Haul feature in the application has not been fully developed. Therefore, Shopee Haul content has spread to other social media with greater potential. Usually, content about Shopee Haul shows Shopee consumers reviewing or reviewing items that were previously purchased on Shopee. The results of their interesting reviews and making viewers purchase the item will get a reward in the form of a commission from Shopee (Sholichin, 2021).

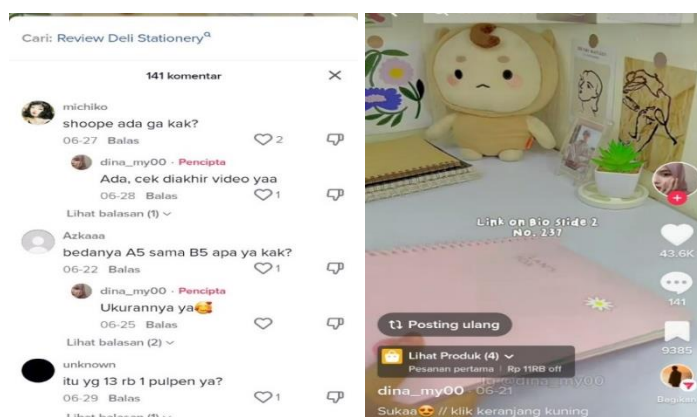


Figure 3. Audience Interaction on TikTok Content #shopeehaul Source: TikTok

Figure 3 (left) is a form of interaction between the audience and the content creator. Where the audience comments and asks where to buy the product because they are interested and want to buy it, then the content creator answers that it (product affiliate link) is listed at the end of the video as in Figure 3 (right). This content belongs to the account @debay00_ which has ±41,500 followers and the video above was watched by ±1.2 million (1.2 M). The number of viewers is sometimes influenced by the hashtag used, such as the content above which uses the hashtag #shopeehaul in their video.

Student Purchasing Decisions

Purchasing decisions are several stages that consumers must go through before choosing and deciding to purchase a product (Kotler, 2007), while Tjiptono is of the opinion that consumer purchasing decisions are steps that individuals take directly or indirectly in an effort to obtain and use a product or service that they need (Tjiptono, 2008).

Engel explains that the problem-solving process in choosing according to consumer wishes is structured in several stages of making purchasing decisions (Firmansyah, 2018), namely: (a) Problem Recognition is Internal or external stimuli that influence consumer thinking and foster a need for something. Respondents recognize problems regarding their need for information. TikTok #shopeehaul content provides the information needed by respondents so that respondents get the information.

(b.) Information Search, namely the search for facts about what consumers want is done actively and passively, the search is also done internally and externally. The information needed by respondents is about Shopee products and respondents search via TikTok by viewing #shopeehaul content. (c) Alternative Evaluation, Alternative evaluation has 2 (two) stages, namely determining the price and evaluating the reasons for purchasing, then collecting, simplifying the choices and conducting evaluations. The content of the message or information contained in the TikTok #shopeehaul content is evaluated by sorting the product information found such as brand choices, colors, quality based on the information that has been obtained.

(d.) Purchasing Decision is the decision to buy a product and feeling interested is a purchasing decision attitude [16]. Purchasing decisions occur because of the growing sense of confidence of respondents after watching and evaluating information from the TikTok #shopeehaul content, in this case the respondent's decision to buy a product on Shopee is determined by the information received from the TikTok #shopeehaul content. Purchasing decision factors are made because of the credibility of the content creator, informative content, interesting content, and complete information about the product.

(e.) Post-Purchase Behavior is a level of satisfaction that influences repeat purchases and influences other parties about the image of the product being sold. At this stage, respondents feel satisfied that they have made a purchase at Shopee because of the exposure received from the TikTok #shopeehaul content. Respondents agree that they will buy Shopee products in the future.

SOR Theory

The SOR (Stimulus Organism Response) theory is a theory that was first put forward in 1953 by Hovland (in Rizal, 2014). This theory is a theory derived from the

hypodermic needle theory. Elihu Katz and Herbert Blumer argue that this theory examines how the initial story of psychological and social needs can give rise to an expectation from the media. This is what causes the formation of different media exposure modes or involvement in different activities and gives rise to the fulfillment of the need for something. This theory is a theory that examines a person's response or behavior. Stimulus produces a response in an internal state. Simple interactions can occur when someone takes an action and then someone else responds. Responses can be shown through 2 types, namely positive responses and negative responses.

The basic assumption of this theory is: mass media that causes a directed, immediate and direct effect on the communicant. The indicators in this theory are message (stimulus), communicant (organism) and effect (response). The SOR theory can be seen as follows:

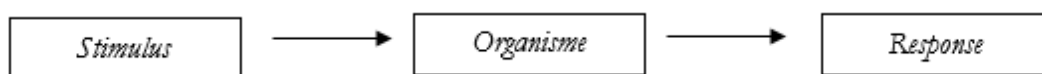


Figure 4. SOR Theory Circuit Model Source: (Lestari, 2020).

Stimulus can be physical, verbal, and visual that can influence a person's response. Stimulus in the form of communication or media that is used as an intermediary to convey messages to the communicant (Organism) that we want to target. If the stimulus cannot be accepted and does not produce a response, it means that communication is not effective and cannot influence and attract the attention of the communicant (Lestari, 2020).

This SOR theory in the communication process is related to changes in attitudes seen from the aspect of how, not what and why. More clearly, "how to communicate" in this case is how to change the attitude of the communicant, namely "how to change the attitude". To understand the new attitude that occurs due to the stimulus given, there are 3 (three) important variables, namely: attention, understanding and acceptance (Kurniawan, 2018).

The relevance of the SOR model in this study is: (a) Message or Stimuli. The stimulus in this study is the TikTok #shopeehaul content display because the content display contains a message that can or may not influence the communicant who watches the content. (b) Communicant or Organism. The communicant in this study is a student in Pekanbaru City who watches the TikTok #shopeehaul content display. (c) Effect or Response. The effect to be seen in this study is the purchasing decision that the communicant makes after watching the TikTok #shopeehaul content display. The purchasing decision becomes a positive or good response created by the communicant.

This study is in accordance with the assumption of the SOR theory where exposure to TikTok #shopeehaul content provides a stimulus to students in Pekanbaru City as organisms and the audience exposed to TikTok #shopeehaul content decides to buy products on Shopee.

Respondent Characteristics

Respondents with male gender were 32%, while respondents with female gender were 68%.

Table 1. Respondent Characteristics

Characteristics	n	%
Gender		
Man	32	32
Woman	64	64
Total	100	100

Source: processed data by researchers (2021)

Before filling out the questionnaire, screening questions were conducted for respondents based on predetermined criteria so that the research was right on target. The results showed that 100% of respondents stated that they were TikTok and Shopee users and had purchased Shopee products after seeing the TikTok #shopeehaul content. Respondents with TikTok usage > (more than) 4 hours were 62% while the response with Shopee usage > (more than) 4 hours was only 29%. The duration of watching TikTok content for 20 minutes was 42 respondents. The higher the frequency and duration of media use, the more the message will stick in the minds of the audience and will attract attention (Luviana, 2020).

Data Analysis Test Results

Simple Regression Test

This simple regression analysis is carried out to see whether there is an influence between 2 (two) or more variables used on one other variable to ensure whether or not there is a suitable relationship between them.

Table 2. Simple Regression Test Results

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	24,364	2,201		11,067	,000
Media Exposure (X)	,426	,051	,643	8,322	,000

a. Dependent Variable: Purchase Decision (Y)

Source: processed data by researchers (2021)

Based on the results of the simple regression test above, it can be concluded that the significance value obtained is 0 (<0.05) which means that there is an influence between variable x and variable y. The simple regression test shows that the TikTok content exposure variable has a positive influence on the purchasing decision variable.

Correlation Coefficient

The correlation technique used in this study is the Product Moment Correlation Technique. The Product Moment Correlation Technique is a single correlation technique used when searching for the correlation coefficient between interval data and other interval data (Bungin, 2014). The guidelines used as a reference for interpreting the correlation coefficient are in the following table:

Table 3. Correlation Coefficient Level

Coefficient Interval	Relationship Level
0.00 - 0.199	Very Low
0.20 - 0.399	Low
0.40 - 0.599	Currently

0.60 – 0.799	Strong
0.80 – 1,000	Very strong

Source: (Sugiyono, 2006)

Table 4. Correlation Coefficient Results

Correlations			
		Exposure	Buying decision
Media Exposure	Pearson Correlation	1	,643**
	Sig. (2-tailed)		,000
	N	100	100
Buying decision	Pearson Correlation	,643**	1
	Sig. (2-tailed)	,000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: processed data by researchers (2021)

Based on the table above, the correlation results show that the relationship between exposure to TikTok #shopeehaul content and purchasing decisions is said to be positive at 0.643. This value is positive, so the correlation that occurs is also positive and is at a strong level (0.60-0.799). The significance value (Sig) obtained is 0.000, which is smaller (<) than $\text{Sig.}\alpha = 0.05$. This means that the correlation is significant. Thus, it can be concluded that there is a positive (strong degree) and significant correlation between exposure to TikTok #shopeehaul content (X) and purchasing decisions (Y). A positive correlation means that if the exposure to the content presented decreases, the purchasing decision will also decrease.

Coefficient of Determination

The determination coefficient analysis is used to determine the percentage of influence that occurs from variable X to variable Y with the assumption $0 \leq 1$ (Sarwono, 2010).

Table 5. Results of Determination Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,643a	,414	,408	3,589

a. Predictors: (Constant), Media Exposure

Source: processed data by researchers (2021)

The statistical results in the table above can be seen that the R Square value is 0.414 or 41.4%. This means that the independent variable (exposure to TikTok content) affects the dependent variable (purchase decision) by 41.4%. The remaining 58.6% comes from other variables not examined in this study.

t-test

The t-statistic test is conducted to show how far the influence of one independent variable individually in explaining the dependent variable. The test is conducted using a significance level of 0.05 ($\alpha = 5\%$)

Table 6. t-Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	24,364	2,201		11,067	,000
Media Exposure	,426	,051	,643	8,322	,000

a. Dependent Variable: Purchase Decision

Source: processed data by researchers (2021)

The t-count value is 8.322 while the t-table value is 1.987. It is concluded that $t\text{-count} > t\text{-table} = 8.322 > 1.987$, so H_0 is rejected and H_a is accepted. The conclusion of the t-test is that there is a significant influence of exposure to TikTok #shopeehaul content on student purchasing decisions in Pekanbaru City.

CONCLUSION

Social media has now grown rapidly, even many people make it a necessity. The existence of Covid-19 in our midst makes people inevitably have to be able to use social media, which ultimately gives birth to new trends and ideas in creating content that can be used as promotional media such as this TikTok #shopeehaul content. Exposure to TikTok #shopeehaul content has a positive and significant influence on student purchasing decisions in Pekanbaru City. The two variables in this study are supported by 2 theories, namely the SOR Theory by Hovland (1953) and the Purchasing Decision Theory by Koller and Ketler (2007). Exposure to TikTok #shopeehaul content has an influence of 41.4% on student purchasing decisions in Pekanbaru and the two variables have a strong relationship of 0.643. In the SOR theory, researchers use 3 indicators, namely: frequency, duration and attention, of the three indicators, frequency has the largest value, namely 81.9%.

Meanwhile, in the purchasing decision theory, researchers use indicators according to the stages by experts and refer to previous research, including problem recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior. The purchasing decision indicator obtained the highest value, namely 86.9%. So the purchasing decision can occur due to the high frequency of watching content where the audience is exposed to messages from the content every day so that information from the content is always seen, heard, and finally absorbed. Thus, if someone can decide that they are interested in having the goods they find after watching TikTok content with the hashtag shopeehaul, then the stimulus to create a decision-making process by someone can be said to be running. Content creators also need to build credibility so that the information conveyed can be trusted by the audience. Seeing the high response of respondents to the type of interesting content, it is hoped that content creators will always create content that is varied, fun, interesting but still contains information in it. Shopee can take advantage of the audience's interest in this #shopeehaul content by making #shopeehaul content a marketing tool in maintaining the company's image, developing the company and products.

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