Social Media Usage and Brand Image on Product Purchasing Decision
(Survey at @etawalinmart)

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Abstract

The marketers are looking at TikTok as a promising marketing platform to boost brand awareness and product sales. Applying TikTok media, user can practically make purchases and orders for various products, without having to go through a complicated process. Nowadays, the existence of TikTok platform become a popular marketing platform, makes it easy for consumers to access information about the products. Also, relating to the object of this article, through TikTok platform, consumers easily get complete information about Etawa Milk products, from prices, distributors, benefits and ongoing promotions. Hence, this platform is the right media to reach consumers. This research is conducted to verify the influence between all variables, namely: Social Media Usage, Brand Image and Purchasing Decision. By applying quantitative research, this article uses explanative-survey method to 100 followers of @etawalinmart. As the results, there are influences among all variables. As the conclusion, for all variables, it is stated that there are significant simultaneous influences between the Usage of TikTok media and Brand Image on Purchasing Decisions with the results of the F Test obtaining a value of $<,001$ (Sig) < 0.05 (α) or $79,345$ (F count) > 3.09 (F table). Finally, the implication of this article will encourage other researches concerning with the power of media through Technological Determinism Theory towards other digital platforms.

Keywords: social media, usage, brand image, purchasing decision, @etawalinmart.

INTRODUCTION

The use of social media in Indonesia shows a drastic increase in the digital era. Promoting products and services can be easily accomplished through social media. Based on research data in Indonesia (Hootsuite), there are 185.3 million internet users in Indonesia at the start of 2024, when internet penetration stood at 66.5 percent. Besides that, Indonesia was home to 139.0 million social media users in January 2024, equating to 49.9 percent of the total population(https://datareportal.com/reports/digital-2024-indonesia). Along with the massive internet penetration, undeniable that the number of social media users in Indonesia increased significantly during this half decade. Besides being used as a medium to communicate, social media also plays a role as a source of information consumed by the public (Sakti & Nainggolan, 2023).

For specific social media, based on statistics from ByteDance related to advertising, the number of TikTok followers in Indonesia reached 92.07 million in 2022 (Data Digital Indonesia, 2023). TikTok is growing rapidly, its popularity continues to increase, as evidenced by a significant increase of 21.4% in active users compared to the previous year.

TikTok is a popular music video sharing application where users can upload and enjoy short music videos. Angga Nugraha Putra—Head of User and Content Operation TikTok Indonesia—revealed that the five most popular content categories on the platform are comedy, fashion and beauty, vlogs, and culinary (https://www.liputan6.com/tekno/read/4434418/ini-deretan-kreator-dan-video-tiktok-paling-populer-sepanjang-2020).

Furthermore, leveraging on TikTok trends and culture, brands can create effective marketing strategies. to reach and build consumer loyalty. Live streaming on social media is an attractive promotional option offering various benefits, easy access anytime and anywhere, low cost, and content that can be recorded and re-watched, TikTok, a phenomenal and much-loved social media platform, has proven to be an effective media promote products.

TikTok is a social media that is included in new media, TikTok is a short video platform application that allows users to imagine and express ideas freely in the form of short videos (Oktaviani et al., 2022). Here are some of the features of Tik Tok:

a. Recording and Uploading The ability to record live video is the most important and most needed feature for this application.

b. Home or For You Page (FYP), TikTok attracts its users with the FYP feature, the main gateway to a variety of content that suits their interests and preferences.

c. Filters or Effects, TikTok captivates its users with a wealth of filters and effects ready to be explored. From cute stickers, charming beauty filters, to stunning animations, all are available to beautify videos and make them more interesting.

d. Live Streaming, TikTok presents a live streaming feature that allows content creators to connect with their followers directly instantly.

e. Stitch, like a magical tool that allows users to combine clips from other TikTok videos into their own creations.

Thus, already known as a popular mobile video app used globally, TikTok has successfully aroused high interests. Nevertheless, TikTok also can trigger

disagreements among various stakeholders (Zhu, Y., 2020).

Further discussion about TikTok's popularity among millennials, it is inseparable from its ability to facilitate self-expression through creative videos and meet the need for social interaction. Business actors are watching TikTok as a promising marketing platform to boost brand awareness and product sales. Equipped by TikTok application, users can practically make purchases and orders for various products, without having to go through a complicated process.

The existence of the TikTok platform, as a popular marketing platform, makes it easy for consumers to access information on the products. Through TikTok platform, consumers get complete information, in this case concerning with Etawa Milk.

Etawa Milk is a healthy drink made from natural goat's milk that can cure various diseases, forming a good image of Etawa Milk in consumer's mind. Consumers tend to trust products with brands that they like or are famous. This is the basis for a brand to have a strong brand image. By holding strong brand image, it makes easier for consumers to remember (Sultanudin & Ilona, 2023).

Nest, the use of TikTok media as a marketing medium for Etawa Milk products provides information to the consumers for the benefits of the product. This will keep the image of Etawa Milk to be trusted by the community. These will be the reason to influence consumers to make a decision to purchase Etawa Milk. According to (Tjiptono, 2018), purchasing decisions are the process of consumer problem recognition followed by searching for information about products that are considered to be able to solve the problem and evaluating them, which then leads to purchasing decisions. From the previous research (Fawaid, A., 2017), it is stated that the digital marketing system will be more easy, fast and measurable to find out the Etawa milk products that will be sold. Including product quality and product buyer convenience.

Hence, discussions of brand image are varied in marketing contexts, also impacts to the corporate branding (Sallam, M.A., 2016). According to (Firmansyah, 2019) brand image is a perception that arises in the minds of consumers when thinking about a particular product. Brand image includes names, symbols, signs, designs used by companies to differentiate from their competitors.

Brand associations play an important role in creating brand image, because they can help the process of recalling things

related to the brand, especially during the decision-making process to buy. Also stated by Wertime, a brand is the complete combination of associations that people imagine when they hear a company or product name (Indrayana, R., et., 2024).

Image is the number and images, impressions, and beliefs that a person has towards an object. Brand image is related to attitudes in the form of beliefs and preferences for a brand. Thus, brand image can be considered as a type of association that appears in the minds of consumers when they want a particular brand (Barreto, J.S., 2023).

Brand Image has several functions, including as a market entry point (market entry), source of added product value, store of value company (corporate store of value), and strength in product distribution (channel power) (Cahyono, 2018). There are three dimensions in brand image, namely: being a dimension for the Brand Image variable (Suardhita, 2020), namely:

1. Product Attributes, including inherent physical or non-physical characteristics on the product;

2. Consumer Benefits, including the benefits obtained by consumers from the product both functional and emotional benefits;

3. Brand Personality, includes the psychological attributes attached to the

brand and differentiate it from other brands.

In line with other variable in this article, the previous research has shown some variables to analyze the consumer's trust; one of them emphasizes the influence of brand image on purchase intention (Ashare, E.S., 2022). Similarly, Rachmawati, A.D., et al (2020) also finds one of the factors that affect the customers' purchase decision is the brand image as a reference before purchasing a product or service.

Besides that, purchase intention is the feeling of people that makes them purchase the product or service more and more. It's because of the product that they thought can bring satisfaction to them and make them buy more and more. Also, not all customers have feelings before having experience in that situation. And also, some customers have a different feeling of the product and service that the company offers (Tee, P.K., et al, 2015).

Purchasing decisions is a process of integrating, combining attitudes and knowledge, evaluating two or more alternative behaviors and choosing one of them. There are four dimensions of purchasing decision, namely:

1. Recognition of needs and search for product information;

2. Desire to use the product;

3. Desire to buy the product;

4. Making purchasing decisions.

In capturing this reality, therefore this study uses Technological Determinism Theory, with the main idea of this theory being the pattern of human society. Especially, aspects of social interaction between them, is determined by the development and type of technology consumed by the society itself. Technological determinism as a theory attributes technology as the main force for driving change in society and, in turn, people's choices (Appelgren, E., 2023).

Technological determinism begins with the assumption that technology is a key force in regulating society. In this understanding, social structure is considered a condition formed by technological materialism.

Unfortunately, this opinion is different from Feenberg's analysis which puts forward two problematic premises of technological determination. First, technology develops online early from simple configurations to more complex ones. Second, society must submit to the changes that occur in the world of technology (Febriana, 2018). As a consequence of the spread of technology, nowadays the emergence of social media users make use of identical applications and undertake almost similar activities that turn them into a homogeneous mass (Jan, A., et al, 2020).

In the future, technological determinism not only stimulates the development of technics and technology, but is also capable of constructive acceptance of criticism to solve the problems of humanization of technology, environmental and other problems (Mezentsev, S, 2020).

Therefore, the authors summarize the research hypotheses, as below:

Ho: There is no influence of Social Media Usage and Brand Image on Purchasing Decision

Ha: There is an influence of Social Media Usage and Brand Image on Purchasing Decision.

RESEARCH METHODS

This study applies the positivism research paradigm, with a quantitative approach, explanatory and survey research method. In this study, the primary data collection technique uses questionnaire distribution and secondary literature studies. For the population in this study, the followers of @etawalinmart as of September 18th, 2024 were 927,000 followers, using the Slovin formula with precision value of 10%

obtained 99.56 rounded to 100 respondents. The sampling technique using non-probability sampling with purposive sampling.

The requirements include: ever giving "like" and giving comment on @etawalinmart posts. In this study, a pretest with validity test was conducted, where the trial respondents were 30 respondents. For the validity test, the statement is valid because the calculated r value is > 0.361, while for the reliability test, the alpha Cronbach's value must be > 0.60.

RESULTS AND DISCUSSION

Using SPSS (verse 26), the authors begin to make the validity test for all instruments used. The validity itself can be seen from r-count and r-table. Next, in order to calculate the correlation coefficient, the authors use statistical formulas that are appropriate to the type of instrument item scores in question. In this research, the item scores are known in continuous form, so the r Product Moment formula is used. Then, if the result of $r_{count} > r_{table}$ (significance 0,05), it is valid. But, if $r_{count} < r_{table}$ (significance 0,05), it is invalid.

By using SPSS (verse 26), followings are the statistically results. First, all questionnaire statements are valid and represent for variable X1. The description of the result of validity for variable X1 is shown in Table 1:

Table 1. Validity Test for X1 (Usage of TikTok)

Items	R-Count	R-Table	Description
X1-P1	0,456		Valid
X1-P2	0,662		Valid
X1-P3	0,532		Valid
X1-P4	0,678		Valid
X1-P5	0,831	**0,361**	Valid
X1-P6	0,772		Valid
X1-P7	0,847		Valid
X1-P8	0,579		Valid
X1-P9	0,680		Valid
X1-P10	0,712		Valid

Source: Research Results, 2024

Secondly, validity test is implemented for variable X2 and the result can be read below. Similar to previous table, Table 2 also indicates that all items are valid.

Tabel 2. Validity Test for X2 (Brand Image)

Items	R-Count	R-Table	Description
X2-P1	0,592		Valid
X2-P2	0,563		Valid
X2-P3	0,871		Valid
X2-P4	0,709		Valid
X2-P5	0,658	**0,361**	Valid
X2-P6	0,834		Valid
X2-P7	0,765		Valid
X2-P8	0,918		Valid
X2-P9	0,646		Valid

Source: Research Results, 2024

Then, the last one—as dependent variable—also results validity for all items in Purchase Decision, referring to Table 3.

Tabel 3. Validity Test for Y (Purchase Decision)

Items	R-counts	R-Tables	Description
Y1-P1	0,612		Valid
Y1-P2	0,502		Valid
Y1-P3	0,751		Valid
Y1-P4	0,905	**0,361**	Valid
Y1-P5	0,861		Valid
Y1-P6	0,727		Valid
Y1-P7	0,888		Valid
Y1-P8	0,837		Valid

Source: Research Results, 2024

Moreover, the authors apply reliability test to see whether all instruments can be used for collecting data. Based on the Table 4, here are the results. Variable X1 gains 0.903 (Cronbach's Alpha value> 0.06). Following variable X2, Brand Image gains 0.913 (Cronbach's Alpha value> 0.06). At last, for variable Y (Purchase Decision), it reaches 0.922 (Cronbach's Alpha value> 0.06). So that, it can be said that all data is reliable, as follows:

Tabel 4. Reliability Test

Variables	Reliability Statistics	
	Cronbach's Alpha	N of Items
X1: Usage of TikTok	.903	10
X2: Brand Image	.913	9
Y: Purchasing Decision	.922	8

Source: Research Results, 2024

Then, the next statistics to be done is ensuring the classical assumption test. From the SPSS output results in the One-Sample Kolmogorov-Smirnov Test table, it is shown that the Kolmogorov-Smirnov value or test statistic is 0.227 > 0.05, indicating a normal distribution pattern.

Table 5. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters A^{,b}	Mean	.0000000
	Std. Deviation	1.95503659
Most Extreme Differences	Absolute	.078
	Positive	.055
	Negative	-.078
Test Statistic		.078
Asymp. Sig. (2-tailed)		.227^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Research Results, 2024

Furthermore, the authors also apply the multicollinearity test. From the table below, it can be seen that the VIF value on both X variables is 1.321 and the tolerance

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value is 0.556. Because the tolerance value is more than 0.10 and the VIF value is less than 10, it can be interpreted that there is no multicollinearity

Table 6. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
X1: The usage of TikTok	0,556	1,321
X2: Brand Image	0,556	1,546

Source: Research Results, 2024

In the same way, the authors examine the heteroscedasticity test. Based on the output below, it is known that the sig value for variable X1: Use of Tik Tok Media is 0.171. And the sig value for variable X2: Brand Image is 0.542. Thus, it can be concluded that there is no symptom of heteroscedasticity because it is more than 0.05.

Table 7. Heteroscedasticity Test

Coefficients					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model	B	Std. Error	Beta		
1 (Constant)	10.260	1.458		7.037	.000
X2: Brand Image	.009	.039	.083	.323	.542
X1: The usage of TikTok	.147	.041	.528	5.560	.171
a. Dependent Variable: Purchase Decision					

Source: Research Results, 2024

Meanwhile, at last, the authors set the simple correlation test. From Table 8, the correlation test results between Variable X1 (Use of Tik Tok Media) and variable Y (Purchase Decision), can be concluded into three points:

1. There is a relationship between variables X1 and Y, this can be seen from the Sig value which shows a value of 0.000 where the value is less than 0.05.

2. The relationship between the 2 variables is a positive relationship, which means that if there is an increase in the variable Use of Tik Tok Media, the Purchase Decision will also increase.

3. The Pearson Correlation coefficient value is 0.744. The level of relationship between the two variables is included in a strong correlation, because it is in the interval 0.60-0.799 with a strong relationship level.

Table 8. Simple Correlation Test

Correlations		Total X1	Total X2	Total Y
Total X1	Pearson Correlation	1	.721**	.744**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Total X2	Pearson Correlation	.721**	1	.699**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Total Y	Pearson Correlation	.744**	.699**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: Research Results, 2024

As as discussion, the authors will highlight the Theory of Technological Determinism, since this theory has become part of everyday life. In its development, technology is integrated with society. Technology becomes an inseparable part of society, where technology is seen as a human activity that has its own characteristics and values. So that the relationship between technology and society can be seen as a process that influences each other, so technology as one of the determinants of all changes in society so that it forms different perceptions according to the background of its users.

If associated with the research on technology used by Etawalin account, it is concerning with TikTok media. The community uses TikTok media, one of which is as a medium to get information about products and services, through the use of Tiktok media, it is hoped that they will get the information they need about Etawalin products. In addition, the brand image formed about Etawalin in society, so that followers of Etawalinmart can make decisions to make purchases.

In this theory, technological determinism is based on the belief that changes in using technology have a greater influence on society. Currently, promotions that are often carried out through digital media make it easier for the community to get information about the products they will buy. TikTok media makes it easy for followers to get information about products, so that it can give rise to a desire to make a purchase.

In this study, there is a strong relationship between the Use of TikTok Media and Brand Image on Purchasing Decisions of 0.648, so from this test it is known that the use of TikTok media in obtaining information about Etawalin milk and the Brand Image that is formed will influence followers to make purchases of Etawalin products. The results of the simultaneous hypothesis test also show that there is a strong and positive influence between the use of TikTok media and Brand Image on Purchasing Decisions.

CONCLUSION

Based on the results of the discussion in this study, it can be concluded that this study has reached that there is a strong relationship between the Use of TikTok Media and Brand with the results of the Multiple Correlation Test which obtained a coefficient value (R) of 0.648 based on the Pearson Correlations interval value of 0.60-0.799.

Meanwhile, to get the answer for other variables, it is found also a positive influence between the Use of TikTok Media and Brand Image on Purchasing Decisions with the results of the Multiple Regression Test obtaining a value of 22,456 units. Finally, for all variables, stated that there are

significant simultaneous influences between the Usage of TikTok media and Brand Image on Purchasing Decisions with the results of the F Test obtaining a value of $<,001$ (Sig) < 0.05 (α) or 79,345 (F count) > 3.09 (F table).

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